SHOW

First Copy

A National Newspaper for Every Branch of the Industry

EXTRA

Automotive Daily News

PASSENGER · TRUCK · TIRES · TRACTOR · ACCESSORIES

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27TH CHICAGO SHOW OPENS

N. A. D. A. BOARD OF DIRECTORS MEETS TODAY

Regular Sessions Start Tuesday; Hughson Next President

CHICAGO, Jan. 29.—Members of the National Automobile Dealers' Association, representing the advance guard, began arriving in this city today for the Jubilee Tenth Annual Convention.

The first session scheduled is that of the board of directors which convenes at 10 o'clock on Monday morning for the annual meeting. The regular convention sessions do not begin until Tuesday afternoon at 1.30. It is estimated that the attendance will approach the 1,000 mark during this convention, which is being held in connection with the automobile show.

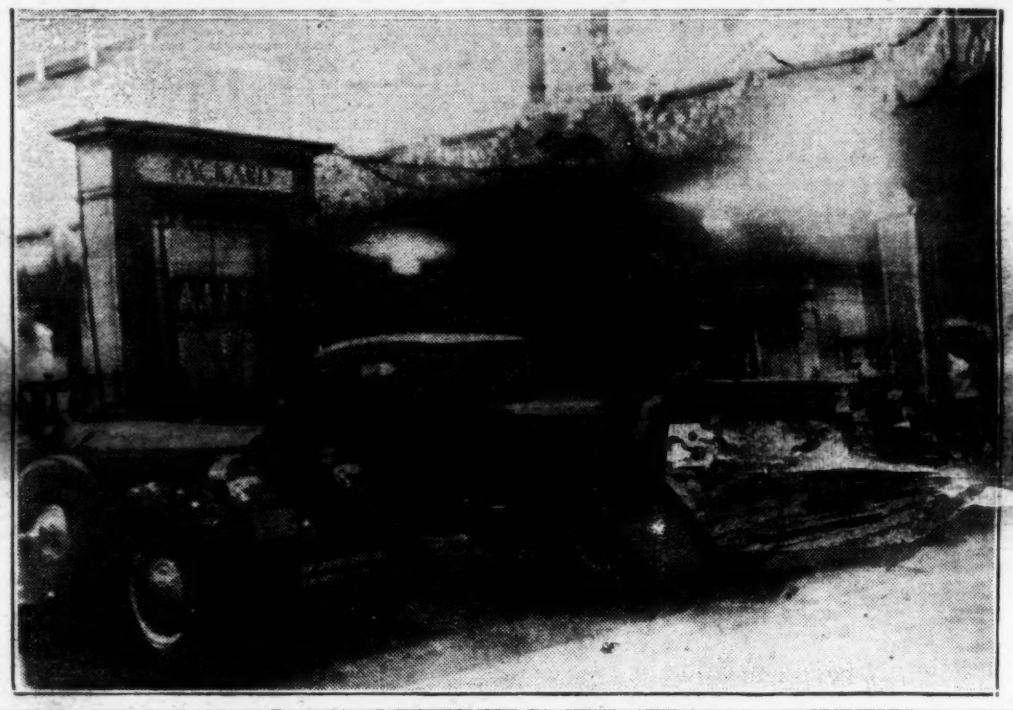
William L. Hughson of San Francisco, vice-president of the association, is slated for the presidency.

The convention will be in session all day Wednesday and will conclude the program of events with the annual banquet and trade frolic in the evening. All sessions are held in the Hotel La Salle.

Dodge Truck Now Made by Graham

Detroit, Jan. 29.—Production of the three-quarter-ton Dodge Brothers' truck has been transferred from the Dodge plant to the plant of Graham Brothers and the name has been changed to Graham Brothers' three-fourths-ton commercial car.

OPENING OF SHOW AT CHICAGO! The photograph below was snapped Saturday as the doors were swung open on the twenty-seventh annual Chicago national show and sent over the wires to the Automotive Daily News at New York by the telephoto process. By Telephoto from Chicago



NOTICE

GET your copy of the Automotive Daily News at the leading hotel news stands—it is free.

G. F. LORD RESIGNS AS SALES MANAGER OF STAR

New York, Jan. 29.—Colin Campbell, vice-president of Durant Motors, Inc., today announced the resignation of George Frank Lord as general sales manager of the Star car division of the Durant Corporation.

G. M. Earnings In '26 Estimated At $21.50 Per Share

New York, Jan. 29.—The preliminary estimate of the General Motors Corporation, according to the remarks accompanying the report of E. I. du Pont de Nemours & Co., indicates that earnings on the common stock in 1926, plus accrued earnings in General Motors Acceptance Corporation and Yellow Truck & Coach Manufacturing Company, were approximately $21.50 a share.

This estimate, it is believed, is calculated on the basis of 8,700,000 shares outstanding subsequent to June 30, and on the basis of 7,742,399 shares of common stock prior to June 30, which is the equivalent of the 5,161,599 shares then outstanding after giving effect to the 50 per cent. stock dividend, as it will

(Continued on Page 3)

MEN AT THE SHOW

A COMPLETE list of exhibitors at the Chicago Show, their space numbers, their representatives and their Chicago hotels appears in this issue, beginning on Page 30.

IF YOU have any news please telephone it to the Automotive Daily News Chicago office—Wabash 7237.

GREAT ARRAY OF BEAUTIFUL CARS GREETS MID-WEST

Eager Crowds Throng Coliseum; Big Week Indicated

Special to the Automotive Daily News

CHICAGO, ILL., Jan. 29.—The twenty-seventh annual Automobile Show opened here today in the historic Coliseum, which has been turned for the occasion into a Persian court yard of the time of King Darius.

The entire ceiling of the great hall is covered by a cloth of gold embroidered in [illegible] Oriental splendor. [illegible] the doors of the [illegible] for opening [illegible] and [illegible] tled its way into the exhibition hall.

Interest had been stimulated by reports of many interesting new productions by the well known members of the industry. That the present show will break all records is indicated by reports from Chicago hotels. All of them are crowded with dealers from the entire Middle Western and Far Western sections of the country. Forty-four makes of cars are on exhibition and more than 300 chassis are included in the various exhibits.

The many new models which are making their debut at Chicago are attracting the expected interest.

(Continued on Page 3)

Twelfth Annual Salon Under Way at Chicago

CHICAGO, ILL., Jan. 29.—Chicago's twelfth annual automobile Salon opened at 2 o'clock this afternoon at the Drake Hotel.

There is a 40 per cent. increase in the number of cars exhibited this season compared with a year ago, and a startling development in the use of brilliant colors, both harmonizing and contrasting, on most of the custom coach work shown. With exhibits from England, France, Belgium and Italy, as well as the United States, this event maintains its international character. The salon is restricted to high-price chassis and custom coach work and the cars shown are the Cunningham, Cadillac, Duesenberg, Franklin, Isotta Fraschini, Lincoln, Marmon, Minerva, Packard, Pierce-Arrow, Rolls-Royce and

(Continued on Page 3)

Nation's Capital Views 100 New Car Designs

By FRANCIS P. DAILY
Washington Correspondent

WASHINGTON, Jan. 29.—The seventh annual automobile show, held under auspices of the Washington Automotive Trade Association, opened its doors tonight to an eagerly awaiting motor-buying public, anxious to get a first glimpse of the newest creations in automotive art.

With every inch of space in the Washington Auditorium taken by exhibitors, Rudolph Jose, chairman of the show committee, turned his attention to reconstructing the interior of the capital's largest exhibition hall so that tonight when the doors were opened to the public it was transformed into a riot of color that was dazzling to hundreds of the early comers.

While the attendance tonight was not large, it was predicted that the spacious hall would be filled each afternoon and night next week with prospective car buyers.

Decorators, electricians and carpenters converted the hall into a panorama of beauty that makes this year's show the most elaborate ever held in Washington. Hundreds of special lights were in-

(Continued on Page 2)

N. A. P. A. Holds Annual Dinner at Detroit

Detroit, Jan. 29.—Col. Fred Glover, president of Timken-Detroit Axle Company, acted as toastmaster for the banquet of members of the National Automotive Parts Association last night. There were about 150 guests present.

E. P. Chalfant

Col. Glover introduced C. F. Kettering as the first speaker. Mr. Kettering told the membership something of the work being done by the General Motors Research Corporation, of which he is the head, and predicted that the next five years would see some unusual developments in the automobile.

E. P. Chalfant, executive vice-president of the National Standard Parts Association, also spoke, and was heard with interest. There was gang singing of some parodies written by Charles H. Davis, secretary of the N. A. P. A., and several guests staged an impromptu hippodrome in the space in the center of the tables, running off some exciting races among the toy automobiles that formed one of the banquet souvenirs.

COMING ISSUES

DETAILED descriptions of passenger car and truck exhibits at the Chicago Show being made by the following companies will appear in this week's issues of the Automotive Daily News: Paige-Detroit, Pontiac, Studebaker, Durant, Velie, Chandler, Rickenbacker, Marmon, White Truck, Selden Truck, Ruggles, Graham. More complete descriptions of the following exhibits, which are partially covered in this issue, will be run in early issues: Buick, Cadillac, Franklin, Hupp, Peerless, Gardner, Stearns-Knight, Reo, Moon, Kissel.

FEDERAL TRUCK VOTES QUARTERLY DIVIDEND

New York, Jan. 29.—The Federal Motor Truck Company declared the regular quarterly dividends of 2½ per cent. in stock and 20 cents in cash. Cash dividend is payable April 1 to stock of record March 19 and the stock dividend April 5 to stock of record March 19.

Washington Show Proves Attractive

(Continued from Page One)

stalled which enhanced the decorations.

Public interest has never been so high in Washington as at this time. When the show opened tonight a rich treat awaited those interested in "bigger and better" values in automobile transportation, due to the many announcements of new models and the surprising developments which were shown for the first time at the New York show.

More than 100 new designs in passenger cars are numbered among the exhibits at the local show, and despite the remarkable advancements in mechanical construction and body designs, Washington motor car users appear surprised with the wonderful price reductions.

The nation's capital, with an estimated population of 540,000, now has an automobile for every five persons, but distributors and dealers are confident that the saturation point in this section of the country is remote.

The two-car-per-family idea is slowly but steadily gaining in popularity in Washington and the influx of buyers from other parts of the country to points in nearby Virginia and Maryland, which encompasses the Washington metropolitan distributing district, makes prospects extremely favorable for the selling end of the industry here.

The show will be closed tomorrow, but will open Monday evening and continue until February 5. While selling conditions in the last two months in Washington have suffered from the usual seasonal handicaps, dealers are optimistic over prospects for the next six months, and believe that the show will have a far-reaching stimulus in speeding up potential sales.

The complete list of exhibitors was published in an earlier issue of Automotive Daily News.

GIVES RADIO PROGRAMS

Rochester, N. Y., Jan. 29.—George W. Henner's "Oldsmobile Merry Makers" will be a regular Monday night feature broadcast from the new station WOKT, Titus-Ets Corporation of Rochester. Mr. Henner is Rochester distributor for Oldsmobile and is one of Rochester's first automobile salesmen.

Perfection Heater Tests Successful Against Cold

MINNEAPOLIS, MINN., Jan. 29.—First reports given out on a series of car heater tests being conducted by the Perfection Heater Company, Cleveland, O., show rather astonishing results under the most trying conditions.

Out of fourteen types of cars under test with the new-type hot air Perfection heater, reports from three have been given out as of January 25 when the temperature here was twenty-two degrees below zero and there was twenty-eight inches of snow on the ground. The results in brief as given out by Engineer Trell Manley of the Perfection company are as follows:—

Outside temp.	Car used.	Temp. inside car and time req. to attain it.
22 below	High priced	17 m. to reach 64
22 below	Medium priced	22 m. to reach 61
22 below	Medium priced	20 m. to reach 64

All three were closed cars, of course, and the period of operation was under normal running conditions. The inside temperatures were taken four feet above the heater.

This method of testing car heaters is by far superior to laboratory testing, it was pointed out, as the exact conditions of car operation cannot be reproduced in the laboratory. Minneapolis was selected because of the extremely low temperatures reached here, the assumption being that if heaters are satisfactory for this district, they will be so for every part of the country.

Reports on the eleven of types of cars to be tested will forthcoming in a few days.

300 Dealers at Willys-Overland Conference in K. C.

Kansas City, Jan. 29.—A regional conference of Willys-Cleveland dealers, attended by more than 300 dealers in western Missouri, northeast Arkansas, Oklahoma and Kansas, closed here today.

L. G. Peed

The conference was attended by L. G. Peed, general sales manager of the Willys-Overland Company; O. P. Kilbourne, assistant sales manager; R. W. Rowland, general sales promotion manager, and Ward M. Canaday of the United States Advertising Corporation.

W. H. Roberts, branch manager here, presided. Dealers from the four states brought reports of good sales and bright prospects for the coming season. Frank Ephland, principal dealer in Oklahoma City, said he was selling more than his quota of cars. B. M. Calkins of St. Joseph, Mo., and R. D. McKay, Wichita, Kan., reported the same condition in their cities.

Virtually every dealer reported conditions as pointing to rec sales in their territories. Jose Holzmark of the Holzmark Mo Company, Kansas City, said t sales on both the Whippets a Willys-Knight cars here are sho ing big gains.

The new Whippet Sixes we demonstrated to the visiting de ers. Mr. Peed, in a talk to t dealers, declared automotive eng neers were expecting soon to d velop cars that would go six miles to the gallon of gasoline.

DODGE EXPORTS FOR 1926 SHOWED GAIN OF 14.9%

New York, Jan. 29.—Dodge Brothers, Inc., in 1926 exported 39,016 vehicles, compared with 33,945 in 1925, a gain of 14.9 per cent. Exports in 1926 were equal to nearly one-eighth of the company's entire output of passenger cars and trucks.

Exclusive of Canada, exports totaled 32,874 cars and trucks, compared with 30,566 in 1925, an increase of 7.6 per cent. **Exports to Canada were 6,142 vehicles, a gain of 81.8 per cent. over the 3,379 total for 1925. Graham Brothers exported 6,714 trucks, compared with 4,651 in 1925, a gain of 44 per cent.**

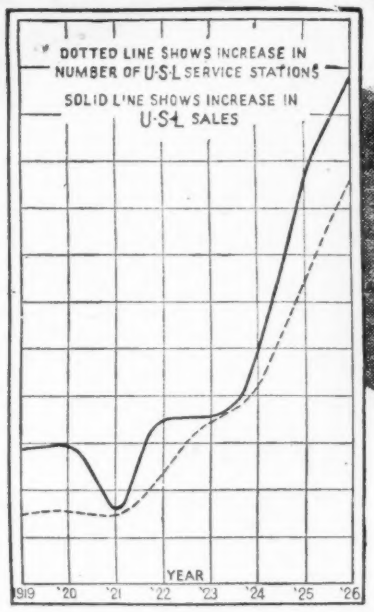
Kansas City, Jan. 29.—The Bernard-Buchli Motor Company, for many years handling the Willys-Knight and Overland cars, has given up its franchise and taken over a Nash dealership.

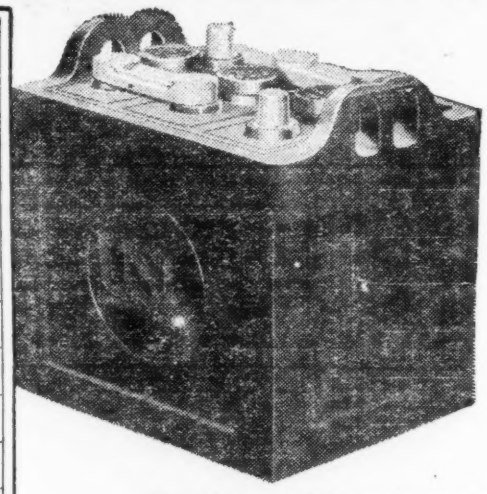
CHEVROLET

is a General Motors car and therefore may be purchased on the

GMAC PLAN

The GMAC Plan is a means for purchase out of income on a sound credit basis and at low cost. It is operated by the General Motors Acceptance Corporation, a member of the General Motors family, and is available through General Motors dealers only. The Plan may be used in the purchase of CHEVROLET, PONTIAC, OLDSMOBILE, OAKLAND, BUICK and CADILLAC. Also Frigidaire Electric Refrigerators.





PROGRESS—
Constantly demonstrated

IN 1919 the USL service organization totalled approximately 700 battery service stations. Today there are more than 13,000 USL service stations and dealers—an increase from 1919 of 1900%. And many of the earliest appointed USL service stations are still with USL today.

USL replacement sales have kept pace with the increase in USL initial equipment business. Recently USL distributors sold as many USL batteries in one month as they did during the entire year of 1919.

USL Pacific Coast Factory
Oakland, Calif.

USL Canadian Factory
Niagara Falls, Ont.

USL Australian Factory
Sydney, N. S. W.

U. S. LIGHT & HEAT CORPORATION
NIAGARA FALLS, N. Y.

USL AUTO *and* RADIO Batteries

Chicago Show Events

TUESDAY, FEBRUARY 1

10 a. m.—National Automobile Dealers' Association, annual meeting board of directors; La Salle Hotel.

1 p. m.—Moon Motor Car Company, annual Moon banquet; Congress Hotel.

1.30 p. m.—National Automobile Dealers' Association, annual convention; La Salle Hotel.

Noon—Oakland Motor Car Company, luncheon; Palmer House.

Packard Motor Car Company—All-day zone meeting for dealers and distributors; Blackstone Hotel.

WEDNESDAY, FEBRUARY 2

Noon—Auburn Automobile Company, luncheon and meeting, Blackstone Hotel.

10.00 a. m.—National Automobile Dealers' Associations, convention, La Salle Hotel.

6.30 p. m.—N. A. D. A. banquet and trade frolic, La Salle Hotel, grand ball room.

2.00 p. m.—Olds Motor Works, dealers' business meeting at Chicago.

Evening—Olds Western Dealers' dinner, Congress Hotel.

Packard Motor Car Company, all-day zone meeting for dealers and distributors, Blackstone Hotel.

1.00 p. m.—Velie Motors Corporation, luncheon, Congress Hotel.

THURSDAY, FEBRUARY 3

Noon—Nash Sales Company, Chicago; luncheon for dealers of Indiana, Iowa and Illinois, Congress Hotel.

10.00 a. m.—National Automobile Chamber of Commerce, National Automobile Dealers' Association and Motor and Accessory Manufacturers' Association, Joint Service and Shop Equipment program, La Salle Hotel.

1.00 p. m.—National Association of Automobile Show and Association Managers' meeting, Drake Hotel.

Noon—Paige-Detroit Motor Car Company, luncheon, Blackstone Hotel.

6.30 p. m.—Studebaker Corporation, dealers' banquet, Congress Hotel.

FRIDAY, FEBRUARY 4

2.00 p. m.—Chevrolet Motor Company, dealers' meeting, Erlanger Theater.

7.00 p. m.—Annual Chevrolet banquet, Palmer House.

CHICAGO'S SHOW GETS UNDER WAY

Twenty - Seventh Annua Exhibition Draws Big Crowd

(Continued from Page One)

This is the first time also that Chicago show crowds have had a chance to visit the new equipment section, which is the feature of the 1927 shows. Here are shown all the newest devices, tools and machines for making the service end of the business more efficient. Even as early as this it is possible to say that the equipment section has made a definite hit with the Chicago crowd. The section was jammed all afternoon. New York broke all records for show attendance, and Chicago is certainly going to do the same trick. Furthermore, there are more dealers in attendance here than there were in New York. By the end of the week every man, woman and child in the country is going to know that 1927 will be a great big automotive year.

Women are manifesting even more power in the selection of cars at the auto show here this year, it is evident at the opening day. Mirrors at every angle, perfume atomizers, lap bridge tables, galosh dryers, foot rests, magazine racks and upholstery to suit every shade of complexion are in evidence.

"Never before have car manufacturers made such efforts to capture milady's fancy," said Charles Hayes, president of the Chicago Motor Club. "The million of women drivers are responsible for mechanical features as well as the appearance of the car."

Chicago Auto Salon Opens

(Continued from Page One)

Stutz. Custom coach makers having special exhibits are Brewster, Brunn, De Causse, Derham, Dietrich, Fabric Body, Fisher, Fleetwood, Holbrook, Judkins, Lebaron, Locke, Weymann and Willoughby. In addition some of the foreign chassis mount coach work by leading European carrossiers.

This automobile salon presents the most comprehensive and authoritative showing of motor car custom coachwork ever assembled. Its increased size necessitates the use of the ballroom, conservatory and French restaurant, with their entrance foyers, the Avenue of Palms and the fountain room. In short, about all of the main floor of the Drake except the lobby and dining room.

A feature will be the exhibits of fabric covered custom-built bodies, a type which has gained great popularity in Europe, 90 per cent. of the closed cars at the recent Paris salon mounting these bodies.

More than ever before this season's automobile salon is serving to introduce new styles in custom coachwork and functioning as arbiter of fashions in motor cars. Now serving to distinguish the motor equipage of well-to-do people, many of these new developments will later be found with some modifciation in the production type of automobile bodies.

Jersey City, N. J., Jan. 29.—Charles Bullard, president of the National Automobile Dealers' Association, recently addressed the automobile dealers and salesmen of Hudson county at a meeting held in the salesrooms of the Nash Sales Corporation, at 2403 Hudson Boulevard.

NOTICE

THIS issue of Automotive Daily News is today in the hands of every Eastern parts and accessory jobber and truck wholesaler, every important manufacturing executive and dealer in the industry, and in addition more than 10,000 net paid subscribers.

Around N. A. D. A. Headquarters— By Kessler

TO FIGHT TIE-UP OF TAX REFUNDS

Return of Over $30,000,000 to Consumers Up in Congress

Special from A. D. N. Washington Bureau

Washington, Jan. 29.—The National Automobile Chamber of Commerce and representatives of the dealers' and parts associations are making a determined fight against the proposal of Congress to tie up the refund it is about to authorize of excise taxes on tires and automobile parts, which were collected illegally by the government, it was learned today.

Between $30,000,000 and $50,000,000 is tied up in the Federal treasury, having been collected on certain items, consisting of spark plugs, coils, batteries, tires and other parts. This amount represents items which it was ruled the Treasury Department had no authority on which to collect the tax.

Under the excise laws, the government, at the outset, collected 5 per cent. on batteries, irrespective of their use in radios, etc. Later the Board of Tax Appeals held that these taxes were not within the intention of Congress.

The latest proposal is to return these taxes to the manufacturer, who paid the tax to the government, with the understanding that it be passed back to the dealer and eventually to the consumer.

To insure this return, Representative Green of Iowa, chairman of the House Ways and Means Committee, introduced a rider to the House deficiency bill, which was approved. It is specified in this rider that no refund of such taxes shall be made unless bond is furnished by manufacturers or importers to insure the refund to the consumer.

As a result of the arguments advanced by Alfred Reeves of the N. A. C. C., and other representatives of the industry, it is expected that the Green rider will be stricken out of the bill when it comes up in the Senate for final passage.

LAMB SALES MANAGER

San Antonio, Tex., Jan. 29.—Appointment of W. W. Lamb as sales manager of the Reo Motor Car Company of Texas factory branch is announced here by W. P. Bates, head of the firm. Mr. Lamb came to the local branch in September, having been previously connected with the sales division of the Federal Motor Truck Company.

Quiet in Detroit Traffic Market

Detroit, Jan. 29.—Quiet continues to prevail in the traffic market in this territory, reported by Pere Marquette Railway observers. Volume of business handled in the territory generally is 30 per cent. less in outbound and 5 per cent. in inbound, compared with the corresponding third week of January, 1926.

It is encouraging to note, however, that the period shows a marked advance over the previous week; indications are, the scouts report, that in the automotive industry 100 per cent. production is on the way and will be in evidence within a few days.

Car ferry movements are better by 5 per cent. At the gateways, Buffalo is down 4 per cent.; Toledo, 4 per cent, and Chicago 10 per cent.

Englewood, N. J., Jan. 29.—G. A. Sebastiani has just been appointed general manager of the Cadillac Company of Englewood following his resignation as manager of the Englewood and Hackensack branches of the Ellis Motor Car Company of Newark.

Durant Sales Meet Held in Detroit

Special from A. D. N. Detroit Bureau

Detroit, Jan. 29.—About 175 members of the Durant Motor Sales Company of Detroit's organization held a sales meeting at Webster Hall Tuesday. A luncheon was served at which T. E. Jarrard, regional sales manager, presided as toastmaster. The principal speaker was J. H. Newmark, of J. H. Newmark, Inc., New York, who gave a talk on "Men" and the importance of man power in the industry. Mr. Newmark is advertising counsel for the Durant interests.

J. H. Newmark

Other speakers were Zack Dunlap of Ames, Ia., on "The Reason Why;" George Underhill, manager of the parts and service division, on "Service," and W. M. Fuller, manager of the Durant Detroit store, on "1927."

GENERAL MOTORS EARNS $21.50 A SHARE IN 1926

(Continued from Page One)

be recalled that on June 30, 1926, the 40 per cent. minority interest in Fisher Body Corporation was acquired. Applying estimated share earnings on this basis, the indicated profits of General Motors Corporation for dividneds in 1926 were $183,679,000, compared with $116,016,277, or $21 a share earned on 5,161,599 shares of common at the end of 1925.

Earnings available for dividends in the fourth quarter of 1926 are estimated at $34,355,000, equal to $3.73 a share on 8,700,000 shares of common. This compares with profits of $40,825,053 in the final quarter of 1925, which were equal to $7.43 a share on 5,161,599 shares of common.

for Economical Transportation

CHEVROLET

During the past thirty days the American public broke all showroom attendance records in its enthusiasm over the Most Beautiful Chevrolet! No other car has ever been welcomed so warmly or greeted so enthusiastically!

If you're trying to find the world's greatest motor car franchise, you need look no further than Chevrolet!

Touring	$525	Coach	$595
Roadster	$525	Sedan	$695
Coupe	$625	Landau	$745

Sport Cabriolet $715

All prices f. o. b. Flint, Michigan.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

QUALITY AT LOW COST

Star Among Popular Motor Car Displays At Big Chicago Show

CHICAGO, Jan. 29.—Among the popular-priced cars displayed at the National Automobile Show, the Star cars, made by Durant Motors, Inc., are attracting a great deal of attention, because of their pleasing appearance as well as their sound construction.

A typical reaction is the comment of a show visitor, on learning that even the $550 Star Four touring car has five frame cross members, "Why, that's more than you get in some cars costing twice as much." There are a dozen features in the Star that suggest the same idea when somebody's attention is directed to them.

The prices of the line range from $550 to $975:—

Star Four	
Five-passenger touring	$550
Two-passenger roadster	550
Four-passenger coupe	650
Five pas. two-door coach	675
Five-passenger sedan	765
Star Six	
Five-passenger touring	$725
Four-passenger coupe	795
Five-passenger coach	845
Four-pas. sport roadster	885
Five-passenger sedan	925
Five-pas. landau sedan	975
Four-pas. sport coupe	975

In addition to the passenger cars, Star production includes a convertible roadster built like the Four roadster, but with standard commercial box, at $550; the Four commercial chassis, $470, and a one-ton six-cylinder compound Fleetruck chassis, $950.

All cars are lacquer finished. The Star Fours are Persian blue with black bead and black wheels. The sixes, with exception of the landau, are Persian blue below and dark blue above the belt, while the landau is finished in powder blue; wheels are natural wood.

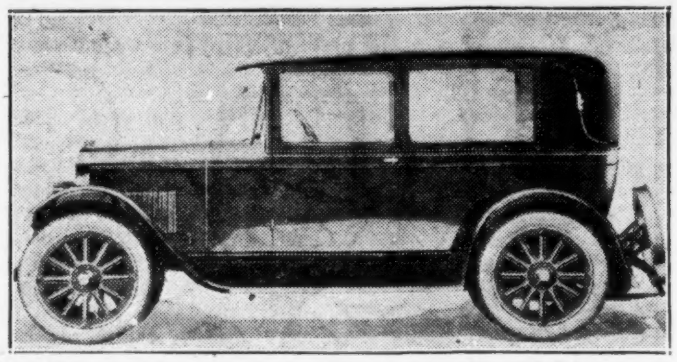
The sixes have several striking exterior features, including bullet-type head and cowl lamps. The group instrument panel is finished in mahogany, with speedometer, oil pump gauge, generator needle and gasoline gauge under one glass.

In the six, the L-head motor is 2¾ by 4¾, with force-feed lubrication to crankshaft, camshaft and connecting rod bearings. The single-plate dry-disc clutch is separately removable. The rear axle is semi-floating; front axle, reverse Elliott type, I-beam section. The brakes have 11-inch drums.

The wheelbase length is 107 inches. Springs are semi-elliptic, 35⅞ inches in front and 53¾ inches in the rear. Balloon tires are standard equipment.

The engine of the Star Four is 3⅜ by 4¼. Most of the mechanical details correspond to the six, except that the wheelbase is 103 inches and tires as follows: non-skid clincher cord 30 x 3½ on open models; 29 x 4.40 balloon on closed types. The spring lengths are the same as on the larger series.

STAR FOUR-PASSENGER COACH, one of the really low-priced cars of high value, contains many features usually associated with far more expensive machines, both in construction and body design and finish.



COLIN CAMPBELL
Vice-President, Durant Motors, Inc.

ROMIG IN FLORIDA

Akron, O., Jan. 29. — Edward Romig of the Romig Auto Sales Company, Paige-Detroit distributor here, is now in Florida for a short vacation, returning here in time for the automobile show.

ENGELWOOD, N. J., SHOW TO BE HELD FEB. 7-12

Englewood, N. J., Jan. 29.—Fifteen different makes of cars will be exhibited at the Englewood Automobile Show, from February 7 to 12, according to the list issued by George M. Struve, chairman of the show committee of the Englewood Automobile Dealers' Association.

Among the exhibitors are: Harry A. Schwartz Company, Dunwoody Company, Englewood Cadillac Company, Stillman & Hoag, George M. Struve, Ellis Motor Car Company, Ruckle Brothers, North Jersey Motor Company, Charles I. Rice Company, Franklin Motor Car Company, Nash-Miller Company, Englewood Auto Company, Browne, McQuaid, Probst; George Bock and B. M. P. Motors, Inc.

CADILLAC EXHIBIT

Jersey City, N. J., Sept. 29.—A special Cadillac exhibit was held during the week of the Jersey City Auto Show by the Jersey City Cadillac Company at its Jersey City showroom, 2399 Hudson Boulevard, and at its Woodcliff branch, 957 Bergenline Ave.

Reo Flying Crowd Is Beautiful Car

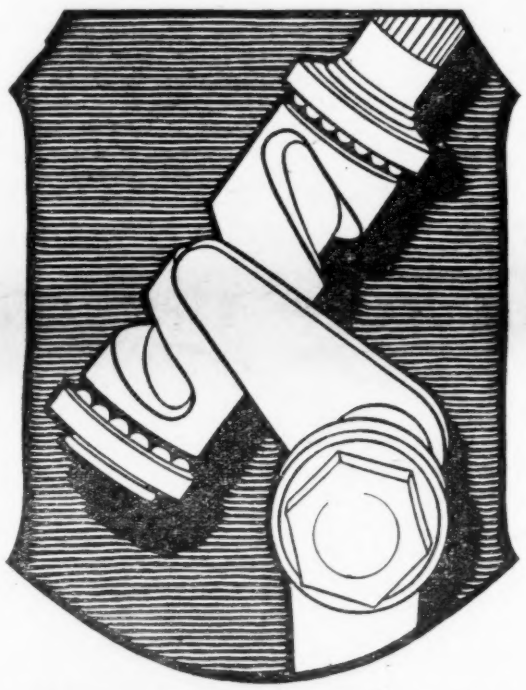
Chicago, Jan. 29.—No one who has seen the Reo cars displayed at the National Automobile Show here can possibly doubt that the Flying Cloud series is the best looking line ever produced by this manufacturer of cars, which have always been known for remarkable performance. Five styles are at present made by the Reo Motor Car Company, priced at from $1,595 to $1,845.

R. H. Scott,
President

The sport coupe, one of the most striking Flying Cloud styles, is effectively finished with double striping on panels, and the use of color on window reveals; the rear seat accommodates two extra passengers.

The Flying Cloud sedan has a beamed ceiling and front seats adjustable for leg length. A handle running between the door upright and the back of the front seat forms a grip for entering passengers, and robe rails have also been fitted with hand holds for the same purpose.

A more detailed description of the Flying Cloud will appear in one of the next few issues of Automotive Daily News.



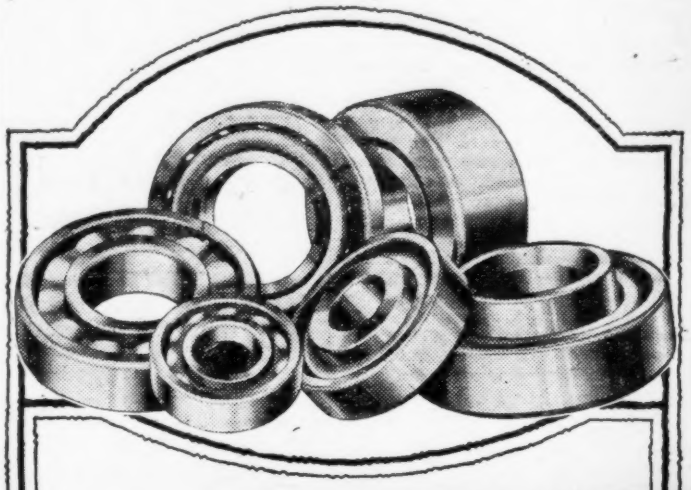
ROSS
CAM and LEVER
STEERING GEARS

"Double Your Ability to Handle Your Car"

Standard equipment on more cars, trucks and buses than any other steering gear . . . because they produce easier steering, dependable control and greater safety.

Ross Gear & Tool Co., Lafayette, Ind.

Coliseum, Space 91



More and More Ball Bearings

THE ball bearing is the ultimate bearing,—and the last word in a friction eliminant,—the survival of the fittest.

The presence of a New Departure Ball Bearing in a car or any mechanism indicates that the maker of that machine has gone to the utmost possible limits in securing bearing efficiency, economy and refinement.

More ball bearings are being used today than any other anti-friction type.

As an evidence of steadily increasing demand for New Departures, the daily production increased from 94,000 bearings in 1925 to as high as 135,000 in 1926. This company is now the largest producer of anti-friction bearings in the world.

THE NEW DEPARTURE MANUFACTURING COMPANY
BRISTOL, CONNECTICUT

New Departure Ball Bearings

530

SPARKS from DETROIT

Mythical Myths
* * *
Ford Magic
* * *
The License Law
* * *
Co-ordination

Walter Boynton—Detroit Editor

SINCE the birth of this industry, numerous myths have been set up and knocked down by the progress of time. The first was the myth of impracticability; that has been disposed of. Then came industrial instability; we do not hear of this today. Later, and still often referred to, was our old friend "saturation"; this appears to have joined the horizon—"where earth and sky seem to meet"—as something that is ever in the distance.

Now we have "road saturation," viewed with alarm by the constitutionally bilious. This comparatively new myth is a statement to the effect that the roads of the country will shortly become inadequate for even the movement of motor vehicle traffic because of increasingly ambitious production programs.

W. R. Tracy, vice-president of the Oakland Motor Car Company, does not believe in this myth. He classes it with the "saturation point." "I am convinced," says Mr. Tracy, "that the road saturation point has not been reached and it is hardly possible that such a condition will ever confront us.

"The American public will not surrender the use of such a daily practical utility as the motor car because of inadequate street or highway capacity. Main arteries are being widened and new streets laid out in the cities; in some cases, one paved street is being built above another in order to provide adequate room for traffic movement.

"Rural communities are scarcely a step behind the cities. Roads are being built wider than ever, the width being governed by a valuable experience in traffic movement. About 55 per cent. of all motor vehicles are in use in rural communities and in towns of 1,000 population or less; and about 58 per cent. of our population is dwelling in communities of the classes named. This would indicate that street congestion and highway inadequacy have had little or no effect upon the sale of motor vehicles.

"Without attempting to minimize the parking problems in the population centers, I am confident that this difficulty, like all others, will be solved by the American public. It will never surrender to a condition that will necessitate giving up motor vehicle transportation. The thing to do is to build for the future—and that is already being done. Relief may possibly be slow, but it is bound to be sure."

* * *

JOHN ANDERSON, early Ford stockholder, tells a good story of the infancy of the automobile. At a time when the daring management projected a yearly production of 75,000 units, Mr. Anderson spoke at a dinner given by the organization. "That figure fascinates me," he said. "The figure seven is the number of our stockholders and the figure five is the number of directors. But what I am looking at is the three ciphers." He was obliged to admit, before the year was over, that his imagination was at fault. And the imagination of most of us, since that time, has always lagged behind the facts in the industry.

* * *

Flint dealers have had to abandon the usual annual showing of cars handled in the state's second automotive industrial city. This is not because of lack of anything but show space. Space formerly available for exhibition purposes is now being utilized for production. Recent shows were held in the buildings of the Flint Motor Company, but these are now owned by the Fisher Body Corporation and are being used for making bodies. The Flint armory, largest available show space in town, is only about one-third large enough to house the cars that would be shown if space could be found to exhibit them.

* * *

More than 1,600 optimistic drivers in Detroit, who fondly imagined that the law calling for 1927 plates on all cars by January 15 was the same kind of a "joke" that some others are, were wrong. The police issued summonses to all of them, and they will have an opportunity to explain why they did not do their license shopping earlier. More than 18,000 "last minute" buyers avoided arrest by stepping up to the counter, and at one branch office in Detroit the day's receipts totaled $302,000 for close to 21,000 sets of plates.

* * *

BY WAY of encouraging the co-ordination of railway and automobile transportation facilities, the Chicago, North Shore & Milwaukee Railroad now furnishes free parking space at fifteen stations on its line. The agile commuter may now drive to the station in his car, leave it under guard, catch his train and go about his business. When he returns to his home station, his car is available for transportation between the railroad and his home. That sounds like a good idea. Parking as a service is of growing importance to department stores, office buildings—and railroads.

Cadillac Cars Shown In Six Displays

Chicago, Jan. 29.—The Cadillac Motor Car Company's exhibit at the Coliseum—just one of six showings by the company during the week, by the way—includes a cut-open chassis and four Fisher body styles. Included among these is the new sports phaeton, a car which has created great attention and admiration wherever it was shown. This model is finished in black and cream, and is equipped with a tonneau cowl and windshield so that the occupants of the tonneau may have the benefit of an inclosed compartment, while the front seat may remain uncovered.

L. P. Fisher
President

A convertible coupe in Pandora blue and pearl gray, an English gray sport sedan, and a green and blue seven-passenger imperial are also part of the Coliseum exhibit. Twelve custom body styles, important representatives of Cadillac's fifty-one bodies made in about 500 color combinations, are displayed at the Hotel Drake. Particular attention among these goes to a Holbrook designed seven-passenger cabriolet finished in two new shades, rubra and topaz. Upholstery harmonizes well with the paint of this car.

DEMONSTRATION UNIQUE

Star Six

COMPOUND FLEETRUCK

with Twin High Transmission

SEE IT AT THE COLISEUM—CHICAGO SHOW

The exhibit includes an open view of this novel transmission, and an ingenious electrically operated chassis showing the axle speeds developed in each of the four forward shifts.

Learn why this remarkable ton truck provides more power in low—more speed in high—more miles per gallon.

Low-cost Transportation

Star Cars

Improved Four and Six

DURANT MOTORS, Inc. General Sales Dept., Elizabeth, N. J.

Dealers' Headquarters during Chicago Show

BLACKSTONE HOTEL

Willys-Overland Has Line Fine Mechanically And Good in Appearance

CHICAGO, Jan. 29.—Visitors at the National Automobile Show who have looked over the cars shown by Willys-Overland, Inc., carry away two major impressions.

First, that the company this year is offering a line more beautiful and more mechanically perfect than ever before; second, that the 1927 product is astonishingly competitive, so that if any problem

J. N. WILLYS
President Willys-Overland

will face the Willys organization this year, it will not be that of selling cars but of supplying the demand for its products.

The line comprises four chassis—two Willys-Knights and two Whippets—with five body styles on each of the former and six on each of the latter, prices being as follows:—

	Whippet Four	Whippet Six
Touring	$ 625	$ 765
Coach	625	795
Coupe	625	795
Roadster	695	825
Sedan	725	875
Landau	755	925

	Willys-Knight Model 70	Willys-Knight Great Six
Touring	$1,295	$1,850
Coupe	1,295	——
Roadster	1,350	1,950
Cabr. Coupe	1,395	2,295
Sedan	1,495	2,295
Foursome	——	2,295

Of the four chassis, the Whippet is the one most recently announced during the week preceding the New York show. This car has a wheelbase of 109½ inches, and is powered by a 3x4-inch L-head engine, which delivers 40 b. h. p. Lubrication is force-feed for crankshaft, camshaft and connecting rod bearings and by spray for pistons and valve actions, with a capacity of the system of six quarts. The electric system is of Auto-Lite make. The cooling system includes a pump, cellular radiator and airplane type fan. Single plate dry disk Borg & Beck clutch and standard transmission are assembled in unit with the engine. The semi-floating rear axle has nickel steel spiral bevel gear and pinion, removable shafts and one-piece differential case; the front axle is an I-beam section drop-forging of heat-treated alloy steel. Mechanical four-wheel brakes are provided, with emergency brakes on the rear wheels.

The chrome-vanadium steel semi-elliptic springs are 34½ inches long in front and 51½ inches in the rear. Artillery type wood wheels are fitted with balloon tires. Equipment includes magnetic speedometer, oil gauge, ammeter, motor-driven horn, cowl ventilator, automatic windshield wiper, tire carrier, extra rim, set of tools, including jack and pump. Sedan models equipped with dome light. All closed models are equipped with rear view mirror, and the landau with ash receiver and vanity case.

In the Willys-Knights divers mechanical refinements have been incorporated. Wear on moving parts of the Great Six motor, for instance, is reduced through the installation of a new type air cleaner

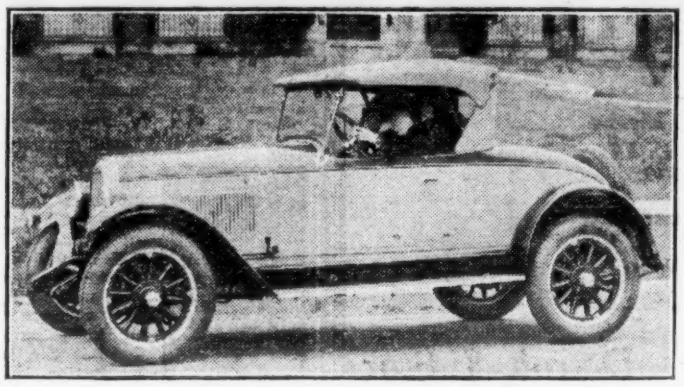
A double drop frame gives a low center of gravity, and the chassis is equipped with Belflex spring shackles.

Great Six bodies are remarkable for their beauty and comfort. The latest addition to this series is the Foursome sedan, an entirely different type of four-passenger inclosed car, which has the graceful, sweeping body lines of the European cars of de luxe origin with sun visor a continuation of the roof, and with an auxiliary colored sun shield underneath. The color combination is Magdalen blue below the belt with a black superstructure. The upholstering is Chase mohair, the wood finish is inlaid Circassian walnut, and the metal trimmings are gun metal silver. A steel trunk adorns the rear. The fuel tank is concealed. The car is conspicuously low in appearance and is gracefully proportioned. A roominess of seating space entirely unexpected in a body of this type is found and the interior is a revelation in good taste.

The Great Six Sedan also carries out the luxury features of this line with its arched curves, clear vision windshield with narrow steel corner pillars, interior finish of Circassian walnut and gray mohair upholstering. The color scheme is polished lacquer with Tyndal blue below the belt and Thunder gray above the straw colored striping.

The cabriolet coupe is equipped with collapsible coupe-type top and windows that drop into the doors. The top is gray weatherproof fabric and is easily folded back when a completely open car is desired. A folding seat in the rear deck accommodates two passengers. The smart paint job is Ellsworth blue below the belt and Winthrop gray above the Agassiz red stripe. The whipcord upholstering rounds out the stylish tone.

WHIPPET SIX ROADSTER, a striking example of the new series just announced by Willys-Overland, Inc., notable for lowness, comfort and balanced color scheme.



Swan Products On Many Cars

New York, Jan. 29.—There were many comments during the New York show regarding the number of car sequipped with Swan manifolds and carbureters, made by the Swan Carbureter Company, Cleveland. A careful check showed no less than thirty-nine different types of cars and trucks or engines of twenty-four makes are now equipped with licensed Swan manifolds. Three years ago there was only one.

Never before in the history of the automobile industry has there been such evidence of standardized principles of fuel distribution. Among the recent newcomers into the Swan fold are Franklin, Stearns, sixes and eights; Waukesha six-cylinder motor; Atterbury, six-cylinder truck; Autocar, four-cylinder truck; New Locomobile, eight; Paige, eight; Fay & Bowen, six-cylinder marine motor; Ruggles, six-cylinder truck; Roamer, eight; International Harvester Company, six-cylinder.

The complete Swan system, including the new Swan Silver King carbureter, was shown as standard equipment on six different types of cars at the New York show. Swan engineers claim that this is the only completely co-ordinated system of carburetion ever developed. The remarkable increase in the number of manufacturers adopting Swan quipment in the last three years lends considerable weight to their claims for it.

SIMPLEX Piston Rings

Simplex Piston Rings supersede all other methods of rebuilding cylinders and pistons.

GUARANTEED 10,000 MILES

against Oil Pumping, Piston Slap and Compression Loss.

See this short cut scientific method of reconditioning all cylinders, no matter how worn, tapered, out of round or heat distorted.

Booths 254-255

THE SIMPLEX PISTON RING COMPANY OF AMERICA,
Incorporated
1972 East 66th Street
CLEVELAND, OHIO

Buick Exhibit Marked By Great Car Variety

Chicago, Jan. 29.—The exhibit of the Buick Motor Company at the National Automobile Show shows a great variety of cars, divided into series 115, 120 and 128, the designations of which correspond to respective lengths of the wheelbases.

E. T. Strong,
President

The principal improvement incorporated in the 1927 line is the vacuum ventilator designed to prevent crankcase dilution primarily, but which also keeps the interior of a closed car free from engine fumes. Another refinement is the use of rubber for mounting the engine, so that the latter's vibrations cannot be transmitted to the body by way of the chassis frame.

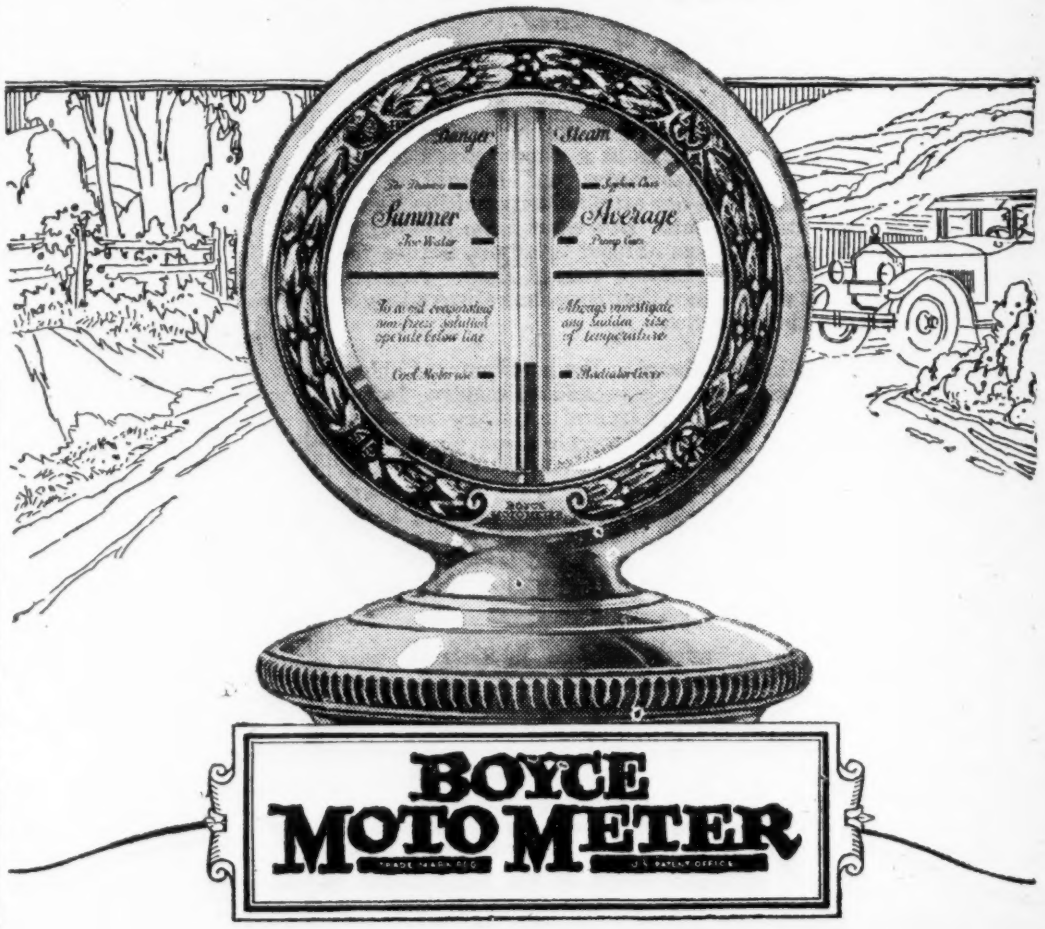
Among the several new styles, the Series 115 town brougham, a companion to the de luxe two-passenger coupe, is noteworthy. It is finished in two-tone green Duco with black gold-striped molding and natural wood color wheel spokes, while felloes, brakedrums and hubs are painted to match the body.

A fuller description of the Buick line will appear in an early issue of Automotive Daily News.

MORE than half the motor cars of this country are equipped with Boyce Moto Meters—impressive evidence of the value of this unfailing, accurate motor heat indicator.

Drivers *everywhere* appreciate the protection a Boyce Moto Meter affords. On the radiator cap, its position is the only place on a car constantly and directly in the driver's vision.

THE MOTO METER COMPANY, Inc., Long Island City, N. Y.
THE MOTO METER CO., OF CANADA, Ltd., Hamilton, Ontario
Factories also in: England, France, Australia, Germany



A car for every purse and purpose

THIS YEAR the General Motors line is an imposing Automobile Show in itself.

Here is every style of body. Every type of design—four cylinder, six cylinder, eight cylinder. Every improvement. Every price, from the Chevrolet touring car at $525 to the Cadillac with special coach work at $9,000. *A car for every purse and purpose.*

Every one of the models now on display is different and distinguished. Yet two unifying characteristics bind them all together:

1 EVERY CLOSED BODY is by Fisher. The quality of all body workmanship is Fisher quality, whether you pay $525 or $9,000. And because Fisher is owned by General Motors, and its plants are a part of the General Motors plants, you know that every resource of material and artistic skill has been utilized to make the body and the chassis a perfect quality unit.

2 EVERY MODEL has shared in the advantages of General Motors research, purchasing standards and Proving Ground tests; and in the economies of volume production made possible by world-wide sales. Dollar for dollar you will buy more value in the car you select because of General Motors quality and the public's purchase of more than 1,200,000 General Motors cars last year.

THE GENERAL MOTORS line is a direct result of the record-breaking patronage accorded by the public in 1926. The economies which this great volume afforded have been passed on to the car purchaser in even better quality. With great pride we invite you to inspect these new General Motors cars and to make one or more of them your own.

GENERAL MOTORS

CHEVROLET · PONTIAC · OLDSMOBILE · OAKLAND · BUICK

CADILLAC · GMC TRUCKS · YELLOW CABS, TRUCKS & BUSES

FRIGIDAIRE—The Electric Refrigerator

Chevrolet Repeats Big New York Success at Chicago Exhibition

CHICAGO, Jan. 29.—Slogans come and slogans go, but if a contest were held for the most fitting slogan, as evidenced by Chicago show exhibits, there is little doubt that the Most Beautiful Chevrolet would take the prize.

The Chevrolet Motor Company's astonishing offering for 1927 consists of seven passenger cars and five trucks, and they are all better looking and more substantially built than ever before. Incidentally, the price list is such that, keeping values clearly in view, the Chevrolet product competes only with cars the prices of which exceed it. Any other statement would be absurd.

Following are the prices:—

Touring	$525
Roadster	525
Coach	595
Coupe	625
Sedan	695
Sport cabriolet	715
Landau	745
Half-ton chassis	395
One-ton chassis	495
" with cab	610
" stake truck	680
" panel delivery passenger car	755

The beautiful design and coloring of the bodies is on a par with the quality of their appointments.

W. S. KNUDSEN
President Chevrolet

Fisher has built the closed bodies, which are all Duco finished. In the five-passenger types, contrasting color stripes accentuate the body bead, and fishtailing has been used most effectively in the design of the rear decks of coupe, roadster and sport cabriolet. The cars are low, but have ample head room. The trucks are finished in Biscay green Duco with gold striping.

The changes, additions and improvements made include the installation of AC air cleaner, AC oil filter, a new and improved oil pump, 17-inch walnut finished steering wheel, a longer and larger polished airplane nickel radiator, coincidental ignition and steering lock, bullet-type headlights, balloon tire equipment, newly designed radiator shell, one-piece full-crown fenders, heavier running boards, new instrument panel, new tire-carrier, which is mounted on the frame entirely free from the body and braced in vertical position by heavy stock brackets, new gasoline gauge, combination stop and tail light and, on closed cars, new and narrower windshield posts, which make for clear vision, as well as remote control door handles.

Facilities of the Chevrolet factories provide for the building of truck bodies and delivery to the dealer of the complete unit, ready for service. This insures low prices made by volume production, with assurance of as high grade workmanship in the bodies as in the chassis. In addition to the bodies made by the Chevrolet company, arrangements have been made with large body manufacturers throughout the country for quick delivery of any special type of body desired by the purchaser. These bodies will be built under Chevrolet supervision and can be delivered on short notice in any of the large cities of the country.

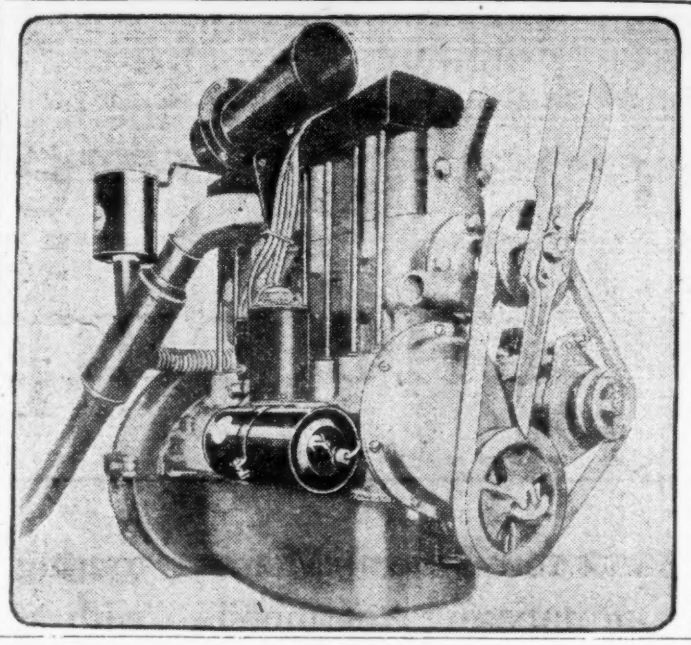
On the one-half ton chassis, 29x4.40 balloon tires all around are standard equipment. On the larger trucks, 29x4.40 tires on the front and 30x5 truck type cords on the rear are standard. For $45 additional 30x5 tires on front wheels are offered. Rear wheels can be equipped with 32x6 tires for $45 more.

A very high degree of comfort for the driver is achieved in the Chevrolet truck cab. The sedan-type doors are twenty-four inches wide, with sliding plate glass windows and Ternstedt regulators. The back is fully inclosed with sliding rear view window. A full ventilating windshield assures protection for the driver in any weather. Soft twin cushions of Fabrikoid leather, 18x17½x5½ inches, with twenty coil spring, still further enhance the operator's comfort.

MUCH COTTON USED

Akron, O., Jan. 27.—Some idea of the immensity of the rubber industry and its far reaching effects can be seen from a report by Miller Rubber Company, tire men, who declare that more than a million acres of land alone is required to produce sufficient cotton for the use in United States automobile tires.

CHEVROLET MOTOR is now equipped both with an oil filter and an air cleaner, insuring greater economy and reduced motor wear.



CALIFORNIA HIGHWAY OFFICIALS ASK FUNDS

Sacramento, Jan. 29 (U.T.P.S.).—A $10,000,000 annual appropriation for the next two years for new highway construction, an annual appropriation of $1,800,000 for the maintenance of highway prison camps and a $25,000,000 bond issue for bridges and subways are the outstanding financial recommendations of the state highway commission and R. M. Morton, engineer, to the governor for consideration in drafting the state's highway program during the next biennium.

The $10,000,000 is sought for new construction to make up for the defeated gas tax increase so that the roadbuilding may continue and added Federal aid be obtained. The report also shows that during the past two years $12,025,605.57 was spent in new construction; $10,956,888.18 in reconstruction and $8,842,611.58 for maintenance of the hundreds of miles of paved highways. During that length of time 370 miles of new road was completed and 257 miles of highway was reconstructed and repaired.

The growing preference for the Knight Engine

The interest aroused by the recent announcement of the Falcon-Knight—the first Knight-Engined car in the lower price range—offers further evidence of the public's growing preference for the Knight Engine.

The efficiency and simplicity of the six cylinder Falcon-Knight sleeve-valve engine cause it to be appreciated immediately for its smoothness, quietness and remarkable performance—and through the years, for its freedom from mechanical trouble.

All policies of the Falcon Motors Corporation are built on this definite statement by John A. Nichols, Jr., President—"To be permanently successful we must have a product of consistently high quality and wide public appeal; plus a dealer organization that is financially happy."

Headquarters during the Chicago Automobile Show are at the Congress Hotel.

FALCON MOTORS CORPORATION, MAJESTIC BLDG., DETROIT

Falcon-Knight

FALCON KNIGHT

OLDSMOBILE

is a General Motors car and therefore may be purchased on the

GMAC PLAN

The GMAC Plan is a means for purchase out of income on a sound credit basis and at low cost. It is operated by the General Motors Acceptance Corporation, a member of the General Motors family, and is available through General Motors dealers only. The Plan may be used in the purchase of CHEVROLET, PONTIAC, OLDSMOBILE, OAKLAND, BUICK and CADILLAC. Also Frigidaire Electric Refrigerators.

CHECK THE KNOWN FACTORS OF MOTOR CAR MERIT - NOW IN OLDSMOBILE

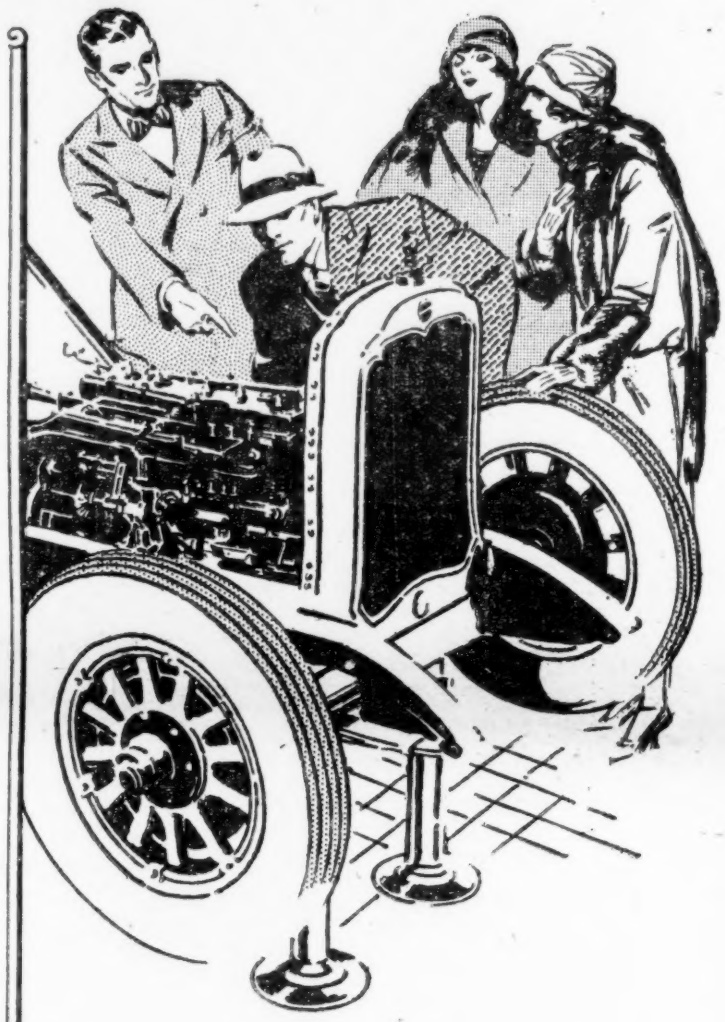
- √ L-Head Six-Cylinder Engine
- √ Crankcase Ventilation
- √ Dual Air Cleaning
- √ Oil Filter

[only 3 to 4 oil changes a year]

- √ Four-Wheel Brakes
- √ Harmonic Balancer
- √ Two-Way Cooling
- √ Three-Way Pressure Lubrication
- √ Honed Cylinders
- √ High-Velocity, Hot-Section Manifold
- √ Double-Valve Springs
- √ Silent Timing Chain
- √ Full Automatic Spark Control
- √ Thermostatic Charging Control
- √ 30 x 5.25 Balloon Tires
- √ Double-Offset, Low-Gravity Frame
- √ Easy-Shift Transmission
- √ Twin-Beam Headlights, Controlled from Steering Wheel
- √ Chromium Permanent-Lustre Plating
- √ Duco Finish

Beauty of line and complete appointments in Fisher Bodies . . and many other features of demonstrated worth.

THEN CONSIDER ITS LOW PRICE.



FOUR-WHEEL BRAKES
NO PRICE INCREASE

OLDS MOTOR WORKS
LANSING, MICH.

Oldsmobile Headquarters
at the Chicago Show
Rooms 1-6 and 1-8, Congress Hotel

Oldsmobile Exhibit
at the Chicago Show
Space 16, Coliseum

OLDSMOBILE SIX
PRODUCT of GENERAL MOTORS

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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The Chicago Show Opens

THIS week the tide of automotive empire takes its way westward and Chicago becomes the capital of motordom. In the great Middle Western metropolis for the next few days will be found the kings and captains of automotive industry. Here, too, will congregate the great majority of automotive dealers from all parts of the western empire. Chicago always has been a great "dealer show," and this year there will be even more of a dealer attendance than in the past.

In the course of show events, New York starts the ball rolling and to Chicago we look for the confirmation of the verdict that the Eastern city has rendered. This year the New York show was a record breaker. Attendance was greater than ever before, and the eagerness of the buying public to see the new creations of the automotive industry was noticeable. This marked trend will bear fruit at Chicago in the shape of new dealer contracts and commitments for a bumper year's business.

As we gather in Chicago all signs point to 1927 as a year of prosperity and development. It may not break the marvelous record of 1926, but let us never forget that it doesn't have to to be a wonderful year. Even if production falls off slightly from the highwater mark of the past year, it may well be that net income will increase. In the automotive industry never a year passes that does not see progress in efficiency in all lines of automotive design, production and distribution. It may well be that this progress will turn a lower production total into a higher net return.

And from this do not infer that the Automotive Daily News is predicting lower production totals for 1927. It will need only a slight stimulation of business conditions for the present year to develop into a record breaker. Of one thing we can be certain; whatever conditions may develop as the year goes on, the automotive industry is set to meet them. If higher production schedules are needed to meet demand, these can be attained almost automatically. If slight curtailment is needed, this can be made without impairing the efficiency of the industry.

Above all else the automotive industry today is equipped to regulate its activity to the demands of the hour. Col. Leonard Ayres of Cleveland, one of the keenest students of economic developments in the world, has noted this fact regarding the automotive industry, with the wish that all other American industries had the same flexibility. That we have it is our good fortune, achieved through the wisdom and vision of the automotive industrial leaders.

So it falls that automotive merchants of all classes in Chicago this week, secure in the knowledge of the stability and flexibility of their industry, can make their plans for the coming year with certainty and understanding.

The automotive industry as a whole can look forward to 1927 with the calm assurance that comes with the ability to say: "We are ready."

Rebuilt Fords

THE Ford plan for rebuilding cars at the Highland Park plant is now in actual operation, and factory remade vehicles are being shipped to the dealers. Under this plan a Ford dealer can have a car very nearly completely rebuilt and even repainted for $60, and in some cases for less. For dealers within reasonable distance of the plant, this plan will be a tremendous help in handling the used car problem. This idea of bringing mass production methods to bear on the remaking of used cars has interesting possibilities, even though its application must be limited by conditions.

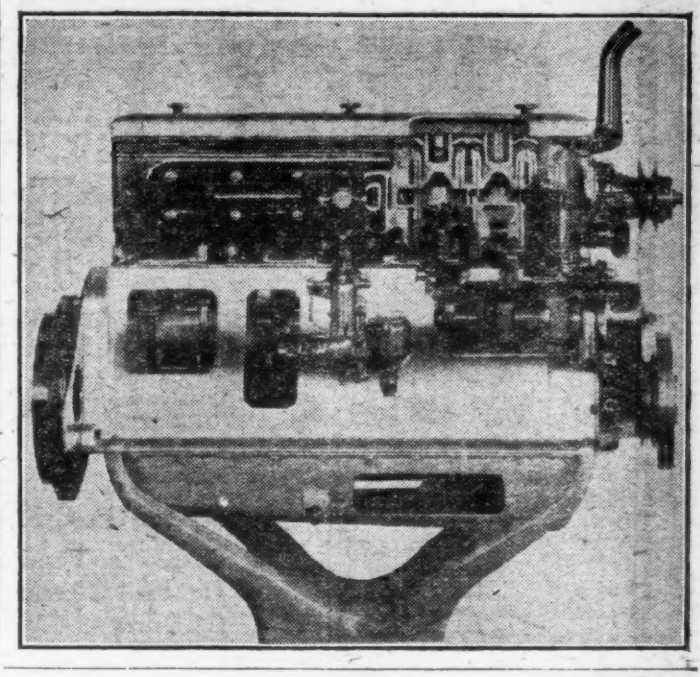
Engines By Continental Attract Crowds

Chicago, Jan. 29.—One of the most magnetic exhibits at the National Automobile Show, judging by the crowds it attracts, is that of the Continental Motors Corporation. This manufacturer is displaying several types of its single-sleeve valve engine, in which the sleeve has a reciprocating motion as well as one of turning to and fro, resulting in a twist which opens and closes the cylinder ports by means of port openings in the sleeve.

The Continental company some time ago bought the world's patent rights for this engine and after changing its name from the Argyll to the Continental engine developed, improved and refined it to the present state. Announcement is expected at a time not very remote of car makes in which the single-sleeve valve is used.

One of the features of Continental's exhibit is a nine-cylinder sleeve-valve engine developing 220 horsepower at 1,800 r. p. m. Its displacement is 787.25 cubic inches, the bore being 4½ and the stroke 5½ inches. The weight of this engine is 475 pounds, or 2.16 pounds per horsepower at the above-mntioned velocity.

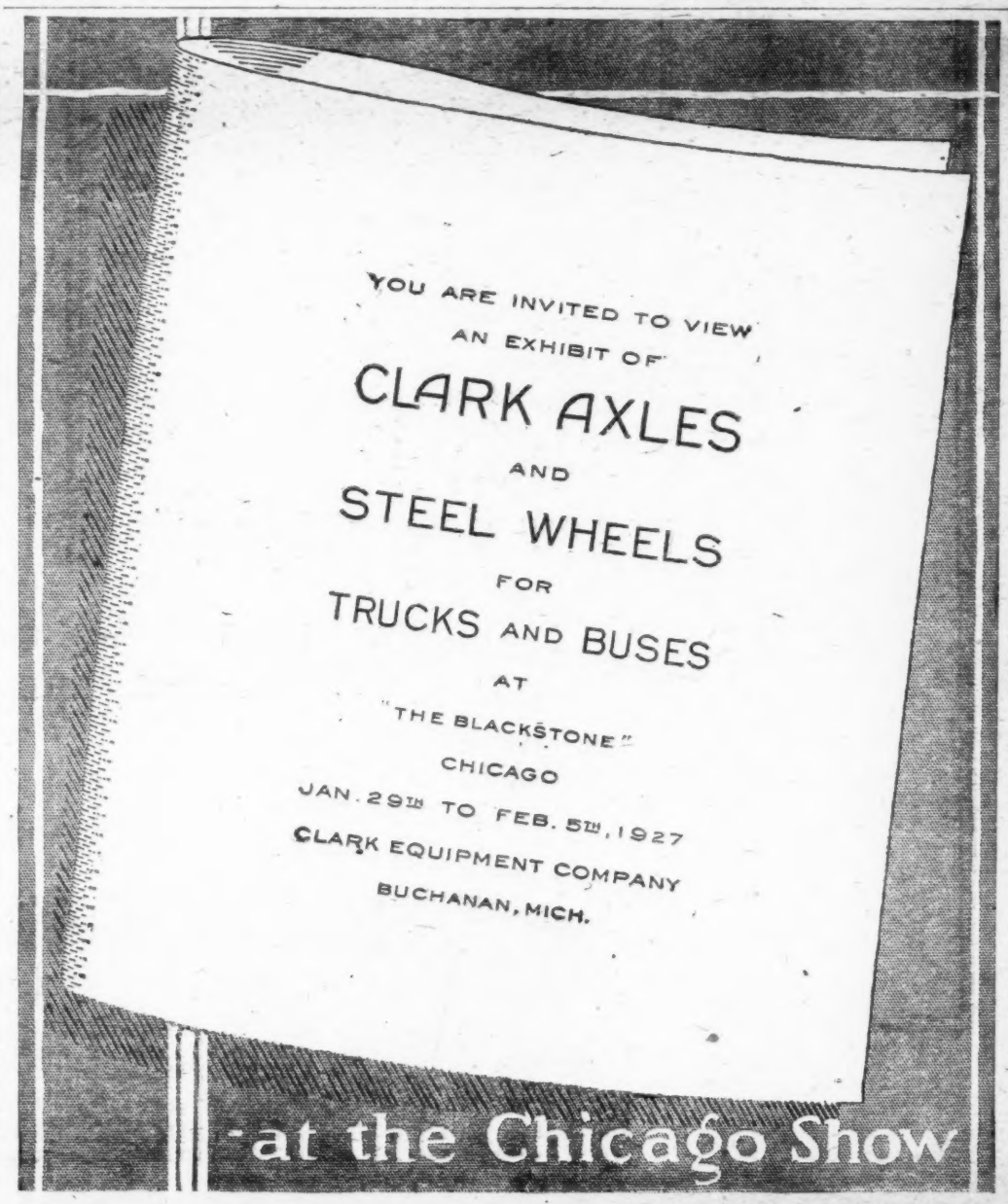
CONTINENTAL SINGLE-SLEEVE VALVE ENGINE, exhibited for the first time, the operation of the sleeve valve which opens and shuts the ports being shown by part of the motor being cut away.



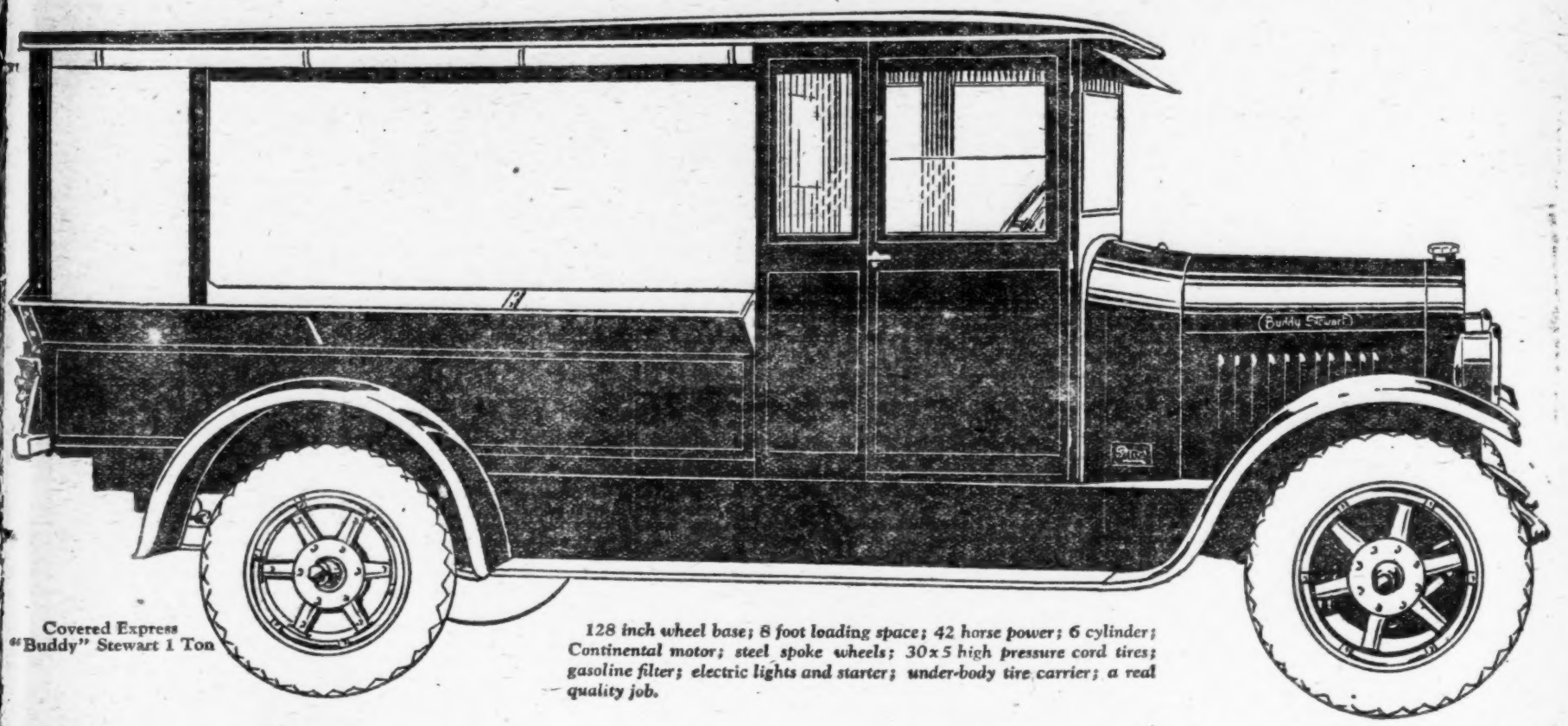
BERGEN COUNTY SHOW DATES ANNOUNCED

Hackensack, N. J., Jan. 29.—The week of February 28 to March 5 has been selected for the fifth annual local automobile show to be held at Arcola Park by the Bergen County Automobile Trades Association. It is expected that more than sixty models will be exhibited by twenty-five dealers.

Moe Katzman will again be show manager, assisted by the show committee composed of William D. Henry of Henry Brothers; Charles I. Rice of Charles I. Rice Company; Frank C. Demarest of F. C. Demarest & Co.; Benjamin Gruman of the Bergen Auto Company, and S. S. Van Dusen, president of the association.

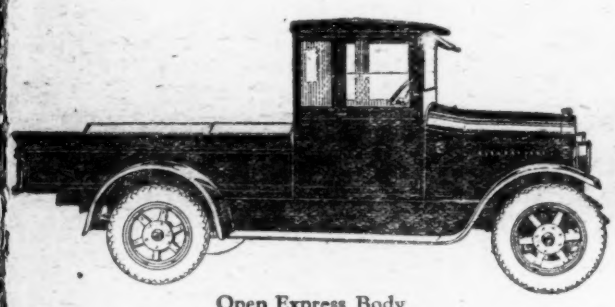


A New 1 Ton Six Cylinder "Buddy" Stewart $985 Chassis

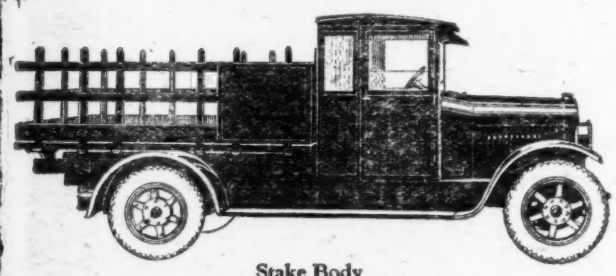


Covered Express
"Buddy" Stewart 1 Ton

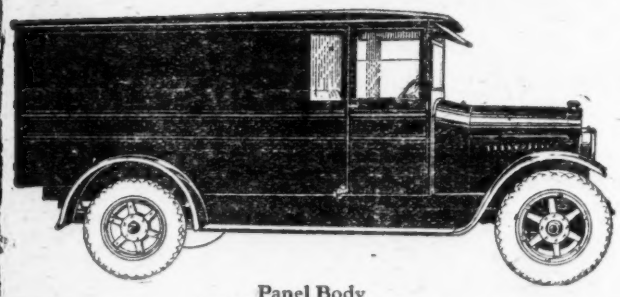
128 inch wheel base; 8 foot loading space; 42 horse power; 6 cylinder; Continental motor; steel spoke wheels; 30 x 5 high pressure cord tires; gasoline filter; electric lights and starter; under-body tire carrier; a real quality job.



Open Express Body
"Buddy" Stewart 1 Ton



Stake Body
"Buddy" Stewart 1 Ton



Panel Body
"Buddy" Stewart 1 Ton

ANOTHER milestone in the history of Stewart Motor Trucks is apparent upon the announcement of this latest addition to the Stewart family — the new "Buddy" one-ton truck.

Upholding the Stewart reputation for economical operation, unequalled riding and steering ease, together with the ability to stay on the road and out of the repair shop, the new "Buddy" Stewart commands the attention of all whose transportation problem involves dependable delivery service.

A glance at the one-ton "Buddy" Stewart specifications tells a real story to every prospective truck owner.

Powered by a six-cylinder, 42 horse power Continental Motor equipped with Remy ignition system. The rear axle is a sturdy truck bevel type and the brakes are large. 128 inch wheel base, 5 inch frame, 50 x 2½ inch rear springs, steel spoke wheels with 30 x 5 inch high pressure tires. Equipment also includes electric lights and starter, gasoline filter, under-body tire carrier and speedometer, ammeter and oil gauge mounted on a handsome instrument board.

Here is a rugged, long-wearing truck that is quality clear through, available in several standard body styles. $985 chassis. It's a remarkable truck at a remarkable price.

STEWART MOTOR CORPORATION, Buffalo, N. Y.

Export Branch: 90 West Street, New York City, U. S. A.
All Codes Used

See the Big Stewart Truck Exhibit at the Chicago Automobile Show
Coliseum, Space 47, January 29 to February 5, 1927

Other Models

4 and 6 Cylinder Motors

¾ Ton, 1¼ Ton
1½-2 Ton, 2 Ton
2½ Ton, 3½-4 Ton
Also 18 and 25
Passenger Bus Chassis

All Prices f. o. b. Buffalo

Stewart MOTOR TRUCKS

To Dealers

The Stewart franchise is liberal and a money maker.

Write or wire

Oldsmobile Display Has Eleven Models; Sport Coupe Is Added

CHICAGO, Jan. 29.—A line comprising eleven models which contain many improvements mechanical as well as of design is manufactured by the Olds Motor Works this year, whose exhibit at the National Automobile Show is among the most crowded.

Prices range from $875 to $1,190.

Standard touring	$ 875
Standard coupe	925
Standard coach	950
De Luxe roadster	975
De Luxe touring	980
De Luxe coupe	990
Standard sedan	1,025
Sport coupe	1,035
De Luxe coach	1,050
De Luxe sedan	1,125
Landau	1,190

The sport coupe is the latest addition to the line. Its top may be folded down completely to establish free communication between the occupants of front and rear seats. The tan leather upholstery, on seats and backs, matches the top; the color scheme of the body is czarina brown duco, with maroon moldings and cream striping.

I. J. REUTER

Effective color scheme is one of the features of the 1927 Oldsmobile line, which cannot fail to strike observers. The de luxe roadster, for instance, is sea fog gray and ocean blue, with black molding and orange striping; the same colors are used in the landau. The touring cars are executed in brown and moleskin gray, with carmine stripes. Black upper structure, with vivid colors for the lower panels, are used in most of the other types; sedan and de luxe sedan, acquamarine blue with ivory stripes; coach and de luxe coach, Buckingham gray with pistachio green striping; coupe and de luxe coupe, Daghestan blue with ivory stripes.

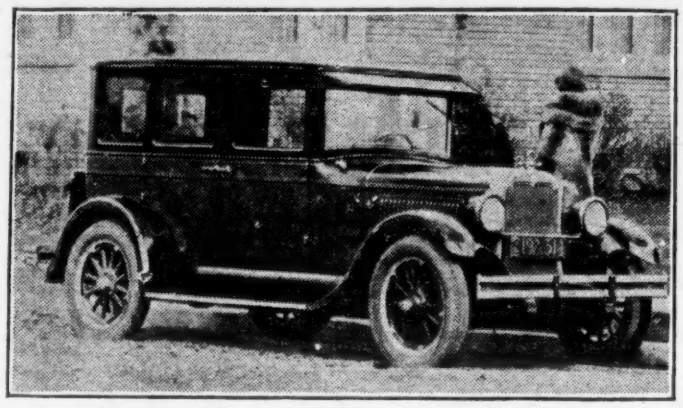
Engine dimensions have been increased to 2⅞x4¾ and a new hot-section high-velocity manifold is used. Vacuum crankcase ventilation, two-way cooling system, oil filter, two air cleaners, harmonic balancer, double valve springs, redesigned cam contours, thermostatic generator control and chromium-plated polished surfaces are among the major improvements, with thermostatic water circulation control on the de luxe models. Ventilation has been provided for the housing of the clutch, which, like the transmission, has been changed in design.

The four-wheel brake system includes three-show internal-expanding brakes on the front wheels and external-contracting brakes in the rear. The parking brake acts on the rear wheels and when it is applied the service brake pedal is slightly depressed, so that the driver before starting is notified of the parking brakes being on.

A new front axle has been installed; it is of reverse Elliott type, with the kingpin inclined at an angle to relieve brake pressure on the inner front wheel during a turn of the car.

All models are equipped with a panel in which the instruments are indirectly and individually lighted. The instruments are fuel gauge, theft-proof ignition lock and switch combined, oil pressure indicator, ammeter, carburetor choke button and speedometer. All closed cars have an automatic windshield wiper. De luxe types have front and rear bumpers, snubbers, rear view mirror, traffic light, motometer with locking bar cap and, with the exception of the roadster and coupe, a black enameled steel trunk mounted on a rigid platform with trunk bars. Equipment also includes 30x5.25 baloon tires, two-filament headlights with control on the steering wheel, balloon geared steering and full automatic spark control.

OLDSMOBILE DE LUXE SEDAN is finished in aquamarine blue with ivory striping on the lower panels, while the upper structure is black, and it is noteworthy for the completeness of its equipment.



HARTFORD G. M. MOTORS TO COMBINE FOR SHOW

Hartford, Conn., Jan. 29.—Dealers and distributors in the Hartford territory handling cars made by General Motors are planning to combine their efforts for the annual Hartford show which is to be held the week of February 19 to 26 at the State Armory on Broad Street.

Hobart F. Perrin, general manager of the Capitol Buick Company, A. C. Hine, president of the A. C. Hine Company, Oakland and Pontiac distributors, and Charles Olin, advertising manager of the New Departure Manufacturing Company, have the arrangements in hand and plan a bigger publicity campaign than has ever been pulled off in this city before.

N. Y. Auto Dealers To Hold Banquet

New York, Jan. 29.—Preparations are under way for the annual banquet of the Automobile Merchants' Association of New York, Inc., to be held at the Plaza Hotel Thursday evening, February 10.

The chairman of the banquet committee, R. B. Cole, announces that the entertainment will be given by Broadway artists during the dinner. Charles H. Larson will be the toastmaster.

SACRAMENTO DEALERS ELECT COFFING PRESIDENT

Sacramento, Jan. 29 (U. T. P. S.).—C. M. Coffing, an associate of the Miller Automobile Company, local Dodge distributor, has been elected by the Sacramento Motor Car Dealers' Association as president for the ensuing year, succeeding J. J. Jacobs. The other officers are James Gaughan, vice-president; Henry Spring, S. J. McDonogh, W. J. Mannix and J. J. Jacobs, directors.

Bad Alignment Costs Thousands of Dollars

Wheels and axles out of line cost motorists thousands of dollars every month in gouged, scuffed and cupped tires. Cars equipped with balloon tires (or four wheel brakes) are especially affected. Bad alignment also causes front wheel "shimmy," and makes driving dangerous.

Garages equipped with Bear Wheel and Axle Aligning Equipment render an accurate and appreciated service, and make hundreds of dollars extra profit. A post card sent to the Bear Manufacturing Co., Rock Island, Ill., will bring full information.

DENATURED ALCOHOL

SAVE YOUR RADIATOR

Freez-Foil

Highest Test Completely Denatured Alcohol

32 F. ZERO

Copyright, 1926, I. A. M. A.

The Standard Anti-Freeze for 20 Years

Freezfoil is the new name for Denatured Alcohol, manufactured by members of the Industrial Alcohol Manufacturers Association.

A joint advertising campaign is not only promoting the sale of freezfoil, but is also encouraging the year around use of automobiles, without winter lay-ups.

INDUSTRIAL ALCOHOL MFRS. ASS'N, INC. 30 EAST 42ND STREET, NEW YORK CITY

The finest PACKARDS *ever built are finished with*

NITRO-VALSPAR

A triumph in automotive engineering, body designing and color harmony —*the new Packard.* A triumph in automobile finishes—*Nitro-Valspar.* And these two great achievements are linked together, for every Packard is Nitro-Valsparred.

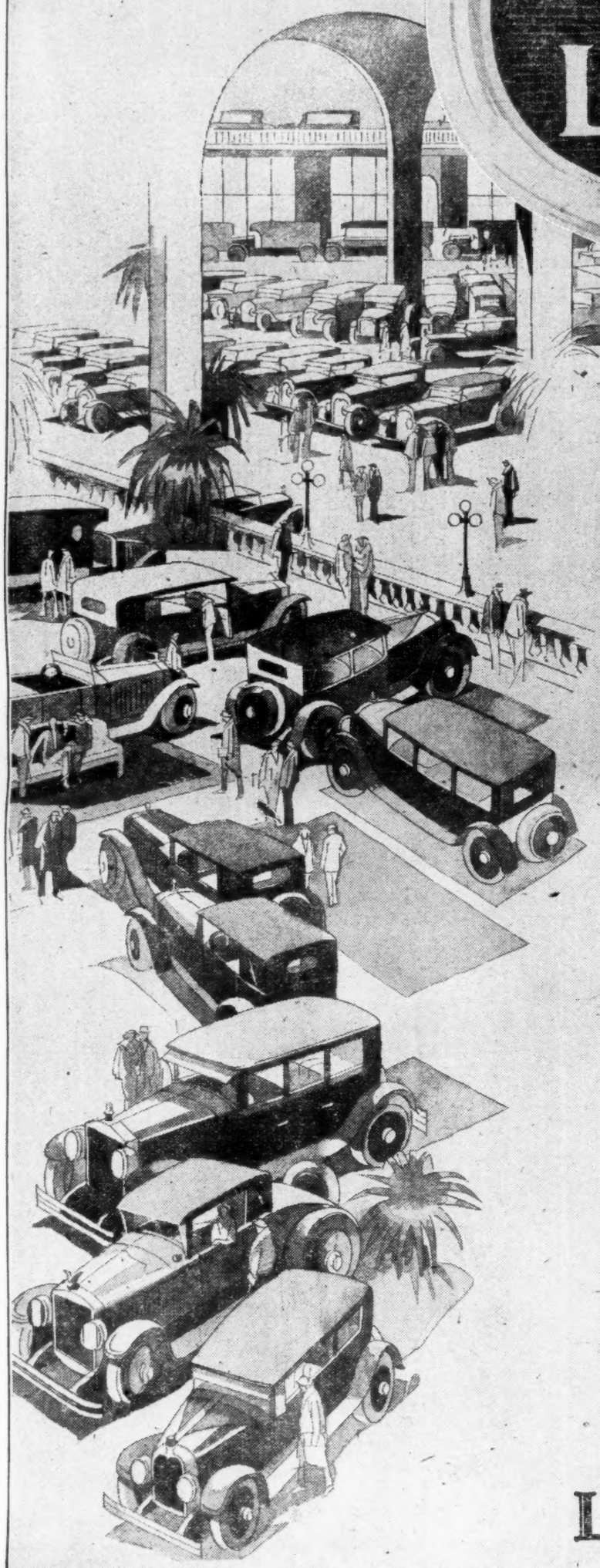
No finer or more durable finish is made today than Nitro-Valspar and none is so quickly and economically applied. *Because Nitro-Valspar is All-Lacquer from bare metal to final coat* and because of its many other distinct advantages, Nitro-Valspar is being used by leading automobile manufacturers in all parts of the world.

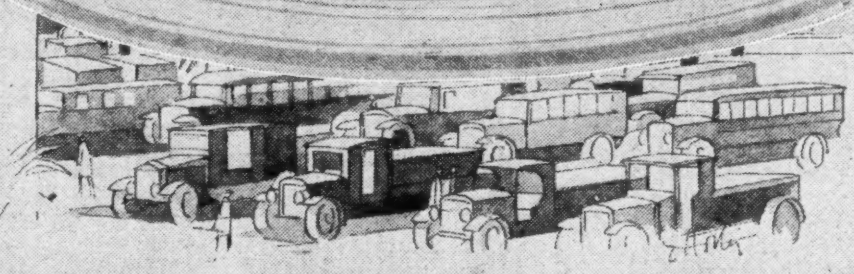
You are invited

Valentine & Company announce an elaborate showing of 1927 automobile color suggestions based on the rich coloring of nature's precious stones. You are invited to study this interesting exhibit any time during the period January 29-February 5th, in room 1170-1172, Hotel Congress

When the maker of a car or truck can say, "Powered by Lycoming", it means that he has given you the utmost in motor-value.

POWERED BY LYCOMING





An Exhibit as Large as the New York Show

OVER 225 MODELS
OVER 5000 DEALERS
Nearly half a million owners

The number of motor vehicles of all types and models exhibited at the 1926 New York Show was 215.

If all the Lycoming-powered cars and trucks—more than 225 different models—were gathered in Grand Central Palace, they would occupy the entire space devoted to vehicles.

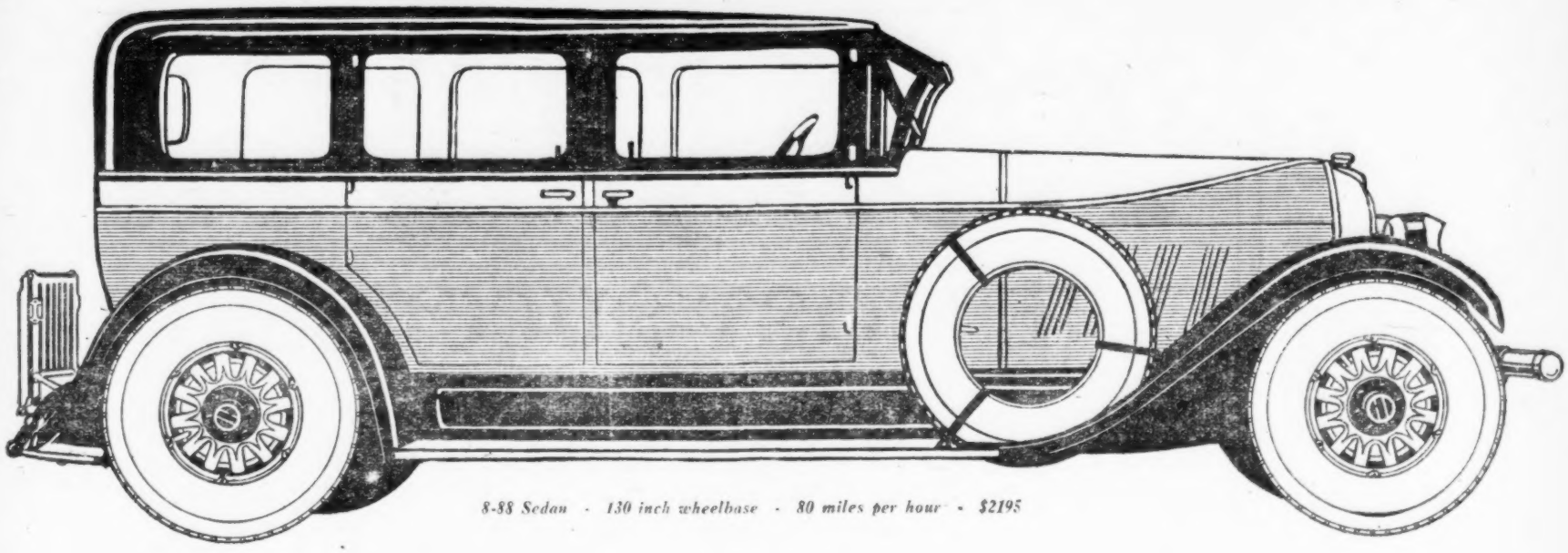
Truly an amazing demonstration of Lycoming's position in the industry.

LYCOMING MANUFACTURING COMPANY
WILLIAMSPORT, PENNSYLVANIA
Export Department—44 Whitehall St., NEW YORK CITY
Member of Motor Truck Industries Inc. of America

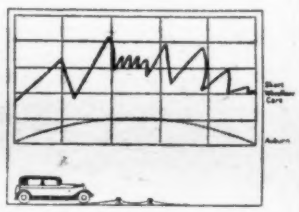
CARS and TRUCKS
powered with
LYCOMING MOTORS

FOR NINETEEN YEARS BUILDERS OF QUALITY PRODUCTS

STRAIGHT EIGHT



8-88 Sedan - 130 inch wheelbase - 80 miles per hour - $2195

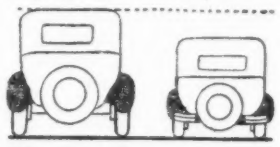


Only ¼ of the Road Shocks

The thing responsible for this is the fact that the springs are of exceptional length and perfectly flat under full passenger load. The spring shackles are under tension at all times giving a snubbing action to the springs. The unsprung weight is held to minimum consistent with safety.

40% Less Muscle Effort to Steer

15 to 1 reduction in steering gear instead of the average of 12 to 1. Ball thrust on the king pins on the front axle. Ball joint steering connections, etc. Less weight on the front wheels on account of a long wheelbase. Passenger weight does not add materially to the weight on the front axle when car is fully loaded.



Lower

Our car has been lowered without sacrifice of head room on account of lengthening the wheelbase and the widening of the tread. Also on account of lowering of the seats.

New Comforts - New Ease of Handling
New Factors of Safety
New Kind and Degree of Performance

Straight Eight for Price of Sixes

Radical changes and improvements are taking place in automobile building that are not all obvious to the eye. They must be experienced. Auburn is a pronounced leader in this new development, as the new Auburn cars so strikingly prove. These improvements are not simply "niceties" or vague "refinements," but are definite, fundamental betterments that completely obsolete yesterday's type of engineering.

Comparison is necessary to appreciate what vast progress has been made in every way; seemingly limitless power; responsiveness with a minimum of effort; almost unbelievable ease of handling; a smoothness at all speeds that is a distinct revelation; a totally new standard of comfort and sense of safety that not only saves your body from fatigue but equally desirable, relieves your mind from anxiety. Add to those pronounced achievements a structural strength and inherent stamina that enables the Auburn to maintain its peak of efficiency over a longer period of time, free from ordinary troubles, rattles and annoyances and keeps it a stranger from repair shops. No wonder Auburn owners feel they enjoy advantages years ahead of others. No wonder Auburn dealers are content to simply let you drive the car and if it does not sell itself you will not be asked to buy.

6-66 Roadster -	$1095	8-77 Roadster -	$1395	8-88 Roadster -	$1995
6-66 Sport Sedan	$1195	8-77 Sport Sedan	$1495	8-88 Sport Sedan	$2095
6-66 Sedan - -	$1295	8-77 Sedan - -	$1695	8-88 Sedan - -	$2195
8-88 7-Passenger Sedan -	$2595				

Freight, Tax and Equipment Extra

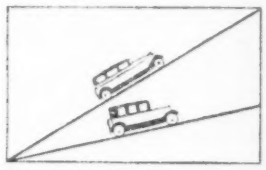
AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

Hugs the Road and Why

The Auburn Car hugs the road due to lower design and lower center of gravity for the same reason that the present design of bicycles is much more easily balanced and holds the road better than the old high wheeled type.

Sit Lower - More Head Room

Still have more head-room; advantages of the low driving position. Lower driving position gives sense of security both from the ability of the car to hold the road at high speed, and the ability to turn corners at high speed.



25% Greater Climbing Efficiency

The multiple cylinder engine produces greater and more continuous torque at lower engine speeds. Light weight of car increases horse-power per pound of car weight.

AUBURN

Your Next Car

Dodge Cars Attract Crowds at Chicago; Eleven Types in Line

CHICAGO, Jan. 29.—The exhibit of Dodge Brothers, Inc., at the National Automobile Show includes some of the most popular models of the company's line.

No new models have been announced within the last few weeks, but the Dodge corner at the Coliseum is just as much crowded as if this were the first time the company had come out with a line of automobiles.

Eleven body types are built on the Dodge chassis, priced as follows:—

Five-passenger touring	$795
Two-passenger roadster	795
Two-passenger sp'l touring	845
Two-passenger sp'l roadster	845
Two-passenger coupe	845
Five-passenger sport touring	880
Special coupe	895
Five-passenger sedan	895
Fire-passenger sp'l sedan	495
Sport roadster	975
Five-pass. de luxe sedan	1,075

One of the most beautiful of these models is the sport roadster, equally suited to the needs of the golfer and sportsman and to the

E. G. WILMER
President Dodge

practical requirements of the professional and the business man. Smart lines and the striking contrast between the tan colored top and the pheasant green lacquer of the body and hood make this car a very effective creation. The highly polished nickel trim of the bullet-shaped head and cowl lamps, windshield stanchions, bumpers and natural wood bow trimmings add a distinctive touch.

The rumble seat comfortably accommodates two passengers and is available for use with the top up, or down, or entirely removed. The deep comfortable cushion and back of the rumble seat cushion, like the upholstery in the front seat, are of gray Spanish genuine leather, constructed over spring frames to insure maximum riding ease.

The special coupe is finished in green lacquer, with single cartouche yellow striped below the belt molding, genuine grayish-green Spanish leather upholstery, a covered compartment behind the seat for luggage, and a water-tight compartment under the deck. The exceptional width of the crystal-clear plateglass in the doors and the narrow steel pillars afford a high measure of driving comfort and safety.

Still another type combining exterior beauty and tasteful interior fittings with engine performance of a high order is the de luxe sedan. Hood and body are finished in coolie blue lacquer, with a single cartouche yellow stripe below the belt molding. The upholstery is of mohair velvet. The all-steel body provides safety. Nickel rimmed, bullet-shaped head and cowl lights and complete special equipment of the highest character, designed to harmonize with the lines, make the de luxe sedan a car of real beauty.

DIGEST HELPS MOTORISTS FIGURE INCOME TAX

Philadelphia, Jan. 29.—Helpful information in making income tax returns for automobile owners is contained in a digest of the income tax laws prepared by J. Borton Weeks, president of the Keystone Automobile Club. Deductible expenses incurred by the operation of a car are especially stressed by Weeks, who says all owners may deduct from their gross income the amount they have paid for license fees, tax on gasoline and the Federal tax on accessories. Cost of maintaining a car, including gasoline cost, garage rent, chauffeur's salary, ordinary repairs and gasoline, if used solely for business purposes, also is deductible.

UTAH ROAD FUND FOR 1927 TOTALS $1,200,000

Salt Lake City, Jan. 29.—During 1927 $1,200,000 will be spent by Utah on its roads. The money will come from the accumulated surplus from gasoline taxes and motor vehicle registrations in 1926. This sum exceeds all expectations and will relieve, to a degree, financial stringency of recent years.

From now on-

THE MOST SUCCESSFUL PASSENGER CAR DEALERS WILL HAVE TRUCK DEPARTMENTS

Selling Federal trucks together with passenger cars is now recognized in every section of the United States, as the most profitable business an automobile dealer can adopt.

Here are the records of two typical Federal distributors. In 1926, the one made *more* profit on 22 Federals than did on 300 passenger cars. The other (in business only 2 years) made $12,000 *net* on the sale of 42 Federals.

You, too, can make these big profits with a truck department *because:* Federal sales are good all year, carrying you through the slack passenger car seasons—there are no style fads in the truck business—the trade-in problem is simpler than any you've ever known.

Federal is one of the oldest and strongest exclusive truck manufacturers and with seventeen years' experience in selling trucks to every vocation, can show you how to make profits *from the start* on a small initial outlay.

FEDERAL MOTOR TRUCK COMPANY, DETROIT

The Federal Scout One Ton Truck at $995

—caps the climax of Federal's 17 successful years of exclusive truck building. Built entirely of truck parts, the "Scout" is the world's lowest priced one ton *all* truck.

Remember—70% of all trucks sold are one ton capacity, and the "Scout" offers you the greatest opportunity for profit in motor truck history.

See The Federal Scout at the Chicago Show—First time exhibited in the West.

FEDERAL

Motor Trucks

PIERCE ARROW

OBSERVE the names of the distributors and dealers who have become Pierce-Arrow representatives during the past year! These men and firms include some of the best known, most successful motor car merchandisers in America.

They are with Pierce-Arrow because Pierce-Arrow talks their language—the language of *profit.* And because Pierce-Arrow financial stability and sound modern business methods protect their investment at every turn.

Here's one big market

There are 300,000 persons in the United States who can afford a car costing $5,875. A great many thousands annually buy such cars. Who gets that business in your locality? Which distributor or dealer? Which car?

The new Pierce-Arrow dual-valve six, the *Series 36,* represents the utmost in this rich market. Behind it is the most enviable name in motordom. Into it has gone the most accurate and satisfactory engineering and construction that the automotive world knows. Mounted on its wonderful chassis are the most carefully built and finest looking bodies ever produced.

It is such a beautiful exhibition piece, it attracts to the showroom every one who is interested in fine cars.

And here's a bigger market

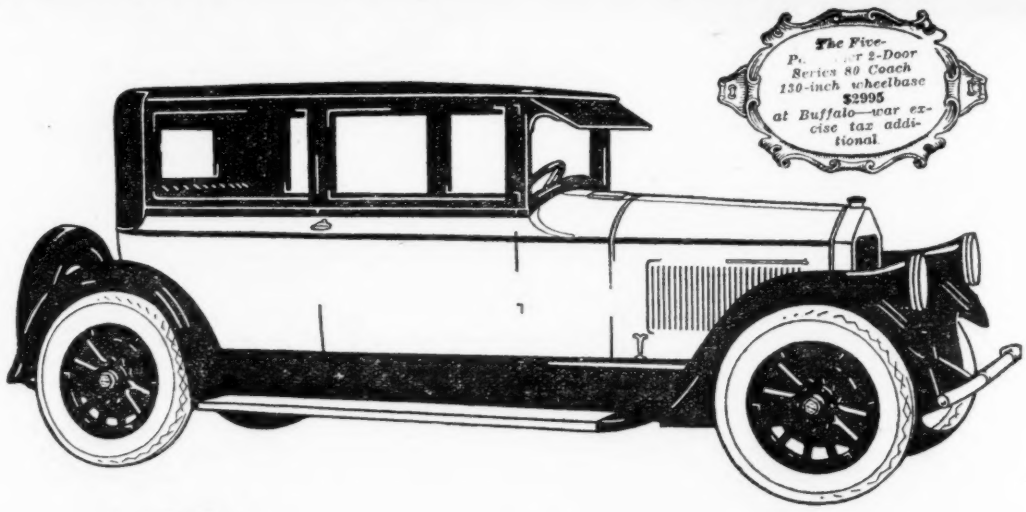
Every day it keeps on growing—the market for cars listing at $2,000 upward. More and more you see people driving such cars. No question but that they comprise one of the most fertile sales fields in the industry.

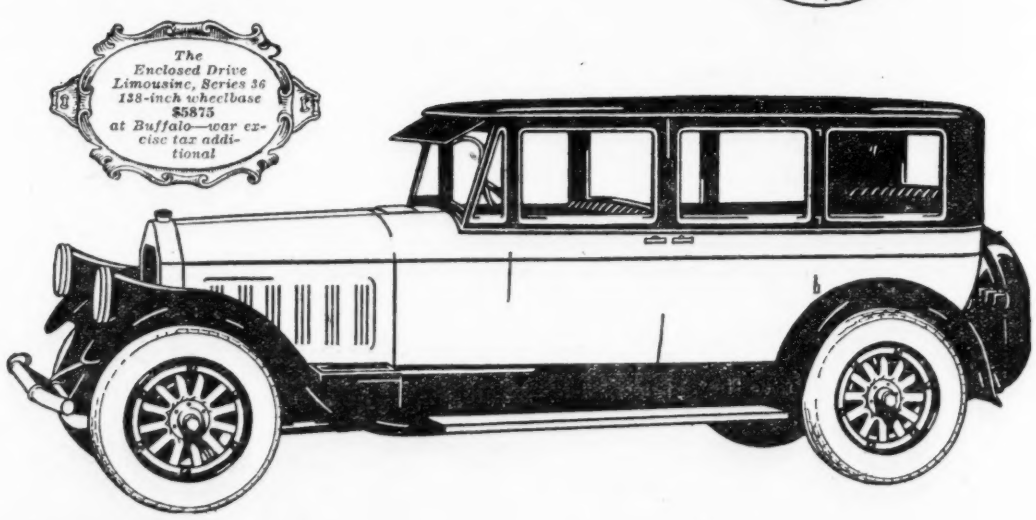
It is because this rich market exists and because it is so widespread and so responsive that Pierce-Arrow distributors and dealers are having such great success and are reaping such rich profits with the Pierce-Arrow *Series 80.*

Over 43 per cent. of all *Series 80* purchasers previously owned cars listing at $2,000 and less!

Inquire!

Pierce-Arrow welcomes automobile merchants who wish to take advantage of the tremendous change that has been brought about by Pierce-Arrow's successful expansion into the country's most profitable automotive markets. Whether you are one of the younger merchants or a veteran, we urge you to investigate Pierce-Arrow profit opportunities. We shall be glad to discuss territorial possibilities with reputable business men. The Pierce-Arrow Motor Car Company, Buffalo, N. Y.





PIERCE-ARROW SHOWS NEW CAR

Series 36 Is a Great Achievement in Car Building

CHICAGO, Jan. 29.—In the new dual-valve six-cylinder series 36, the Pierce-Arrow Motor Car Company has surpassed itself.

This is the opinion of men who know, just as much as of car owners, prospective buyers and dealers who are thronging the space given over to the cars displayed by this company. Series 36, on 138-inch wheelbase, is offered in no less than fifteen body types, ranging in price from $5,875 to $8,000. Every single car exhibited is truly beautiful and completely appointed; yet nothing has been overdone by Pierce-Arrow in creating Series 36. In design as well as coloring, every one of the cars is perfect.

M. E. Forbes

One of the most striking among the new cars is the French landau. The body is coach painters' deep blue, with wheels and striping in russet brown. The interior is decorated with needlepoint work. Down cushions are provided, forming comfortable head rests. Above the arm rests are dictaphone transmitters, with switch buttons on the ends of the arm rests. Interior hardware is gold-plated.

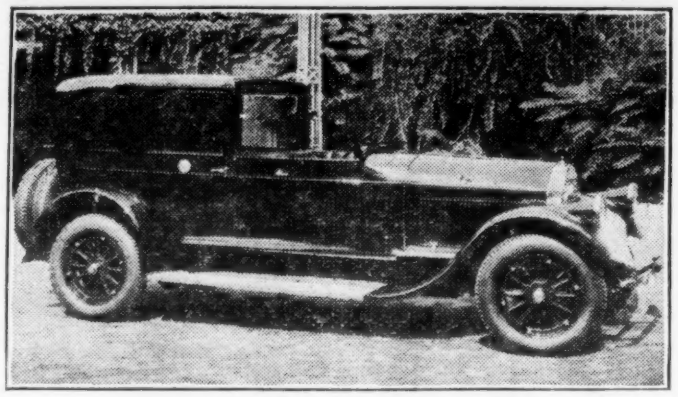
Series 80 includes twelve body styles, from $2,895 to $4,045, including practically every style of car. One of the most popular models in this series is the five-passenger four-door coach, which is finished in no less than six optional color combinations.

The new series 36 has a six-cylinder engine, 4x5½, with an r.p.m. range from 200 to 3,000. It is pressure lubricated; ignition is by Pierce-Arrow Delco jump-spark and storage battery system, with two separate coils, twelve-point distributor and two sets of plugs acting separately or in unison. The storage battery is Willard made. Generator and starting motor are Pierce-Arrow Delco design. The clutch is a multiple-disc dry-plate type, the transmission standard for three speeds and reverse, the drive is by spiral bevel gear to the semi-floating real axle. The front axle is I-beam section, drop-forged, of heat-treated alloy steel. A worm and ball bearing roller tooth type steering gear is used. Four-wheel brakes are provided.

The wheelbase is 138 inches and the tread 56 inches in front and 53 inches rear. Long semi-elliptic springs are used throughout. Artillery type wood wheels are used on all models, with special easy-demountable rims and 33 x 6.75 balloon tires.

Equipment is elaborate, including speedometer, edometer, clock, Houdaille shock absorbers all around, headlamps, in fenders, with non-glare lenses, electric horn, hand inspection lamp, gasoline primer, gas tank gauge, emergency gasoline supply, power driven air pump for tires, front collision bumper, complete tool set, locks with universal key on two dash cabinets, grease gun, slip cover for open-car tops, ignition, light and dimmer switches, walnut steering wheel, tire carrier, automatic windshield wiper, winter front, etc.

PIERCE-ARROW, SERIES 36, FRENCH LANDAU, a formal car, finished in coach painter's deep blue, with russet brown striping and wheels, is luxurious in its appointments, with needlepoint interior ornaments and gold-plated hardware.



MOTIVE TAX CUT SAVES $41,899,555

Car, Truck, Tire and Accessory Buyers Benefit by Law

Special from A. D. N. Washington Bureau

Washington, Jan. 29.—Coincident with the renewed fight of the Democrats to force through a tax reduction bill at this session of Congress, which adjourns March 4, the Internal Revenue Bureau today announced complete figures for 1926 showing a decrease in the revenue collected on the sale of automobiles and motorcycles from $111,984,828 in 1925 to $88,920,180.

This decrease, made possible through the reduction from 5 to 3 per cent. in the rate, would have been larger had the old rate not been in effect for the first three months of the year.

The collections in December last amounted to $5,117,021 on automobiles and motorcycles, as against $9,384,606 in the same month of 1925, or a decrease of $4,267,584, while the complete repeal of the tax on trucks and wagons and tires, parts and accessories, caused a loss to the government of $1,186,288 and $1,919,769 for the respective items, these being the amounts collected in December, 1925.

Receipts from July 1, 1925, to December 31, 1925, were as follows: Trucks and wagons, $4,885,196; automobiles and motorcycles, $61,419,328; tires, parts and accessories, $12,801,294, as against $37,206,262 collected on passenger cars and motorcycles for the same period of 1926.

The 2 per cent. cut on passenger cars and the repeal of the tax on trucks, wagons, tires, parts and accessories caused a saving to purchasers of a total of $41,899,555.

MOTOR PRODUCTS VOTES QUARTERLY DIVIDEND

Detroit, Jan. 29.—Motor Products Corporation declared its regular quarterly dividends of 50 cents on common and $1.25 on preferred, both payable February 1 to stock of record January 20.

Many Improvements in Hupp Noted at Show

Chicago, Jan. 29. — Many improvements, both mechanical and in exterior finish, are found in the six and eight cylinder line shown by the Hupp Motor Car Corporation, the prices of which range from $1,325 to $2,595. A detailed description of the product will be published in one of the following issues of Automotive Daily News; but the beautiful lines of the cars, as well as their effective color schemes, strike every beholder even at the most casual inspection, and should be mentioned at once.

Du Bois Young
President

A new type manifold heater, regulated from the dash, shortens the time required for the warming up of the motor. Two-filament tilting-beam headlights are introduced in the new Hupmobiles, and instruments on the dashboard are grouped in beautiful one-panel assemblies. Car seats and backs are unusually comfortable and well made. New type snubbers add to riding ease.

We are exclusive manufacturers of radiator ornaments. Send for 1927 catalogue and samples. Liberal trade discount.

No. 518 Wheel Nymph

IRVING FLORMAN COMPANY
153 Lafayette St., New York City
"Name your car—We have the Ornament"

Double Belt

No belt friction or braking device to slow-up RECOIL, but a smooth friction brake on the REBOUND.

This feature is distinctively effective and can be had ONLY with COX.

COX SHOCK ABSORBERS

General Offices and Factories:
5602 Luther Avenue, Cleveland, O. · 406 North Pearl Street, Albany, N. Y.
FACTORY SALES AND SERVICE BRANCH,
Detroit, Mich., 42 Alexandrine St., East.

See this

New Light Wheel!

An all-metal wheel for passenger cars and light trucks — something new — something important — something that you should see.

And that is what you will see at our Exhibit—in addition to our latest developments in Dayton Steel Wheels for motor trucks and busses.

The Dayton Steel Foundry Company is the largest manufacturer of steel truck wheels. Three out of every five steel wheels in daily use are Dayton Steel Wheels.

If you are concerned about wheels, consult us at Space 81

THE DAYTON STEEL FOUNDRY COMPANY, Dayton, Ohio

Dayton
The Mark of a Good Wheel

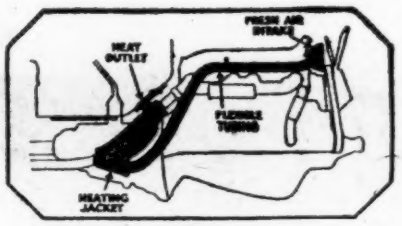
Each week finds sales increasing

THE new, popular priced line of Perfection Heaters is piling up sales in volume that breaks all precedent. Perfection Heater dealers will reap a real harvest in January and February. These are the months Old Man Winter is really serious about making motorists freeze.

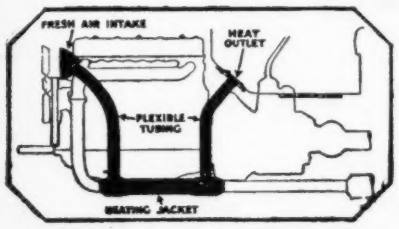
These are the months when car owners want a heater that gives fast heat—clean heat—safe heat. And that's Perfection.

Thousands of live dealers will enjoy two or three more turnovers of good Perfection Heater stocks this season.

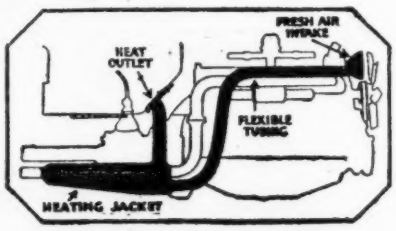
THE PERFECTION HEATER & MANUFACTURING CO.
Cleveland, Ohio



No. 652. For Dodge, Hudson, Oldsmobile, Cleveland, Jordan and Diana.



No. 653. For Buick, Nash, Studebaker, Moon, Paige and Jewett.



No. 654. For Overland, Hupmobile, Willys-Knight and Chrysler.

Also for Ford, Chevrolet, Star and Essex

PERFECTION MOTOR CAR HEATERS

One-Ton Buddy Feature Of Stewart Display

CHICAGO, Jan. 29.--A comprehensive exhibit of the line of trucks built by the Stewart Motor Corporation at the National Automobile Show includes models in the range from 3/4 to 3 1/2 tons capacity, with the new 1-ton Buddy as the feature.

The new Buddy sells for $985 chassis price, panel, express and stake bodies being available for an additional $255 to $320. The one-ton truck has a wheelbase of 128 inches, a 42 brake horse power six-cylinder Continental engine in unit with clutch and transmission, spiral bevel gear drive to rear axle, worm-and-gear steering gear and long springs, chassis weight being 2,310 pounds.

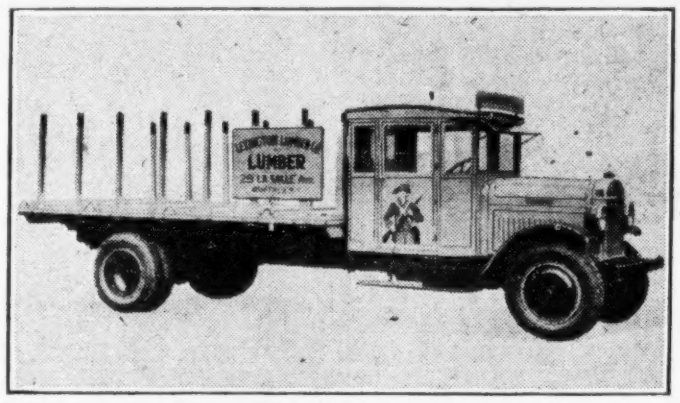
The engine is 2 7/8x4 3/4, with four-bearing crankshaft, detachable cylinder head, pressure-feed lubrication, water-pump cooling system and Remy electric system. The single ten-inch dry plate clutch is adjustable for wear; transmission shafts are mounted on annular bearings. The semi-floating rear axle is roller-bearing equipped, with nickel-steel shafts, and contained in a single piece heavy gauge pressed steel housing. An I-beam section drop-forged front axle, with roller bearings, is used. Service brakes act on rear-wheel pressed steel drums, hand brake back of the transmission.

Frame is pressed steel. The length of the front springs is 38 1/2 inches, of rear springs 50 inches. Cast-steel six-spoke wheels are equipped with demountable rims carrying 30x5 high-pressure cord tires. The leading space permits the use of eight-foot bodies.

Equipment includes electric starter, lights and horn, gasoline filter, tool kit, grease gun, jack and under body tire carrier; on the instrument board are an ammeter, oil gauge, choke, lighting and ignition switches.

The Stewart three-quarter ton Buddy also has a six-cylinder Continental engine, 2 3/4x4 3/4. The other models are equipped with Lycoming engines, four-cylinder on one and a quarter and two-ton models, and six-cylinder on the one and a half, two and a half and three and a half ton sizes. The total price range of the Stewart line is from $895 to $4,200.

STEWART BIG SIX two and one-half-ton tuck, on special 190-inch wheelbase, has a 65 brake horse power engine, heavy-duty transmission and worm-drive rear axle, and complete equipment, including pneumatic tires, dual in the rear.



CARS STORED BECAUSE OF TAX IN ARGENTINA

Philadelphia, Jan. 29. — That there are 20,000 automobiles in the custom warehouses of Argentina, which the owners prefer to leave there, rather than pay the duty and withdraw them when there is little prospect of disposing of them to customers, is the report brought back by Col. J. Howell Cummings, president of the John B. Stetson Company, who has arrived here from Buenos Aires. Business conditions in England, he says, have been affecting South American trade adversely.

UTAH LICENSE RULING

Salt Lake City, Jan. 29.—The secretary of state's office has announced that during 1927 all applications for an automobile license must be accompanied by the certificate of registration or certificate of ownership issued this year, except in the case of new car sales.

Radical Changes Proposed In Washington Auto Bills

Seattle, Wash., Jan. 29.—Among the bills that are expected to be introduced early at the session of the state Legislature, now in session at Olympia, will be the four relating to motor vehicles.

The "motor code" failed a year ago, after laborious preparation extending over two years. Now many more hours of labor have been put on the proposed measures to assure a modern set of laws governing motor vehicles operation, traffic, etc., in Washington, a number of changes having been made, many of them so as to conform with the recommendations of the report of Secretary Herbert Hoover on street and highway safety.

The Automotive Conference has worked on the bills for three years. L. E. Titus, Ford dealer in Olympia, Chehalis, Centralia, Aberdeen and Tenino, is chairman of this important conference.

Instead of one bill, four will be presented, namely: (1) The driver's license bill; (2) the registration bill; (3) the anti-theft or certificate of title bill, and (4) regulation of operation of motor vehicles bill.

Necessary regulations, public safety and public good have actuated the measures advocated by the conference.

Some drastic changes in operators' license bill follows: Revocation of license if driver is intoxicated or under influence of drugs; or if driving car to commit a felony; perjury in applying for license; a record of convictions for violations of the motor laws is to be kept on the registration card of each driver, and reports of all convictions to the director so that a record can be kept.

Drivers may also be commanded to demonstrate their ability to drive, the director of licenses having power to demand tests and to appoint persons to make such tests.

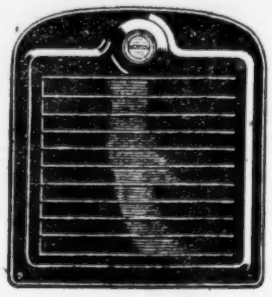
Minors between 16 and 18 years of age will have more difficulty in getting licenses, as those signing for them will be held jointly responsible for any damages or accidents.

Number plates will remain with the car, and notice of sales of cars must be made within ten days to the director.

Second-hand dealers will be licensed, this being expected to help trace stolen cars. Three months' stay is permitted to non-resident motorists, who must register within twelve hours after entry.

Better record of accidents will be kept, similar to the system in vogue in Connecticut.

The Hoover uniform code is closely followed for the certificate of title features, intended to make it harder to steal cars.



FEBRUARY, March and April are dangerous months for motors — especially *new* motors.

The new car that starts its life in these three months with Winterfront protection will live longer and make fewer trips to the service station.

Equip every car you sell with Pines Automatic Winterfront. Make a neat profit and safeguard new motors against the costly damage of cold.

A *necessity*
8 months of the year

A *sales market*
8 months of the year

PINES WINTERFRONT
IT'S AUTOMATIC

Write us for name of your nearest Winterfront distributor

PINES WINTERFRONT COMPANY
430 Sacramento Blvd., Chicago

Much Interest Shown In Stearns Display

Chicago, Jan. 29.—Visiting the always thronged show display of the F. B. Stearns Company, whose product fills the price range from $3,250 to $4,650, one cannot help noticing the interest that is being centered on the new eight-in-line — the first car with an eight-cylinder Knight engine built in America—a 100-horsepower car on a wheelbase of 137 inches.

H. J. Leonard
President

The Stearns-Knight Eight is, in fact, one of the biggest features of the automobile show, and the few words of a first description will be devoted to it, leaving details of other cars for an early issue of Automobile Daily News. The engine is rated at 39.2, but its brake horse power is 100 at 2,600 r.p.m. A nine-bearing crankshaft is among the outstanding motor features, as is the use of two eccentric shafts, one controlling the inner sleeves and the other the outer sleeves. The frame has a double drop, assuring a low center of gravity to give absolute safety at all car speeds.

A full line of bodies is being manufactured by the Stearns company on the eight-cylinder chassis, as well as on the six, and all are distinctive in design and fully equipped.

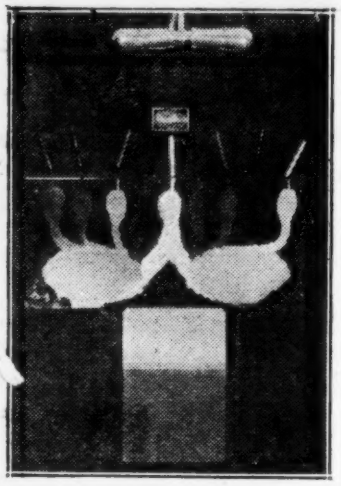
A New
Popular
Straight Eight
by
KISSEL
$1895-$2495
f. o. b. factory

Valentine Jewel Exhibit Color Symphony

Chicago, Jan. 29.—The symphony in color started by the Valentine jewel color exhibit during the New York show is delighting the color connoisseurs here in Chicago just as it did in the Eastern metropolis. Only the display at the congress is both finer and larger than that seen at the Commodore.

One needs to view this exhibit to appreciate its beauty, but there is a most interesting story back of it, and it runs like this:—

In recent years there has been



How the jewel colors are matched. The jewel is under the light. the pigments necessary to reproduce the color of the jewel are seen blending together. Underneath is the Nitro-Valspar system panel.

an insistent demand for new and more beautiful automobile color combinations. Color specialists did their utmost to meet these demands, but man-made combinations often leave much to be desired. Knowing how well nature blends her colors, Valentine experts set about collecting concrete samples.

First they studied the magnificent displays of precious stones at the Field Museum in Chicago, and later those at the American Museum of Natural History in New York. There were jewels in the matrix, nature's own setting, their sparkling colors set off on rich backgrounds in great variety. There indeed were color combinations upon which even the greatest artist could not improve!

Not only did nature paint the basic colors, but in many cases added stripings of such exquisite artistry as no human hand could evolve. It remained to select and copy color combinations which lend themselves to reproduction in automobile bodies, and then to reproduce these colors commercially. This job was done and done well by the accomplished chemists in Valentine laboratories.

And the resultant panels now on exhibit in Nitro-Valspar—many of them beside the original jewels-in-matrix from which the color combinations were obtained—are well worth the close scrutiny they are receiving. Automobile sales managers, production executives, refinishers and others whose business makes it necessary to keep in close touch with developments of this kind will find a treat in store at this exhibit.

RICHMOND ASSOCIATION VOTES TO HOLD SHOW

Richmond, Va., Jan. 29 (U. T. P. S.).—Members of the Richmond Auto Trades Association in their monthly meeting were enthusiastic over staging an automobile show this spring, and voted to set the event for the week from March 5 to 12. A committee was appointed by James A. Kline, president of the association, to work out the details concerning entertainment and other features.

A special meeting of the association to take up matters relative to show plans and to consider the report of the committee appointed will be called some time during the next month.

Now—for ALL CARS— *the same principle that tamed the terrific recoil of the greatest field gun of the World War!*

At the Auto Shows

standard equipment on

STEARNS-KNIGHT

LINCOLN McFARLAN

PIERCE-ARROW

CUNNINGHAM JORDAN

and many foreign cars

To insure maximum riding comfort, the manufacturers of the above famous cars insist upon a spring control that is *double-acting*—hence Houdaille *hydraulic* Shock Absorbers. This year more than ever before, buyers of new cars will want them equipped with this insurance of riding comfort. Houdailles can be quickly attached to any car whether it has seen service or not. The Houdaille franchise and the extensive national advertising combine to offer real profit-making opportunities to distributors and dealers. Whether you are car dealer, garage or service station operator, you can qualify as a Houdaille representative. Wire or write at once.

Don't fail to visit the special Houdaille exhibits at the National Auto Shows. Graphic demonstrations allow you to see for yourself how these amazing *double-acting, hydraulic* shock absorbers suppress and control every riding shock from slightest tremor to fiercest bump.

SPACES 114 and 115 CHICAGO

HOUDE ENGINEERING CORPORATION

Dept. 243, 537-543 E. Delavan Ave., - - - - - - - - - Buffalo, N. Y.

Manufacturers also of the famous
SCULLY QUALITY SPRING PROTECTORS "that keep your springs like new."

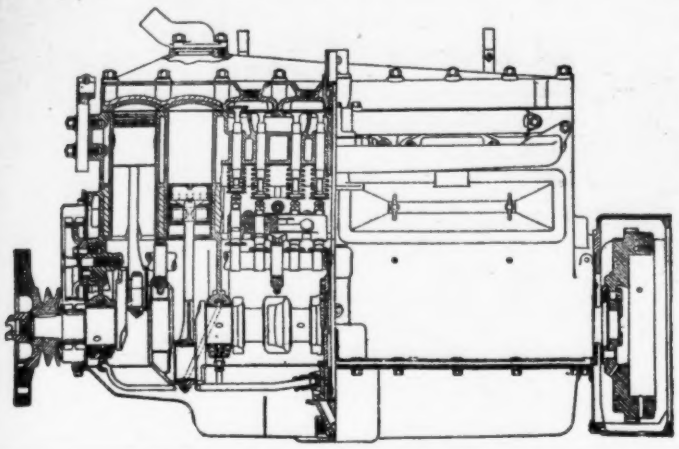
HOUDAILLE

PRONOUNCED HOO-DYE

Hydraulic Double-Acting

SHOCK ABSORBERS

LYCOMING, SERIES G, EIGHT-IN-LINE ENGINE, delivering 62 brake horse power at 3,300 revolutions per minute, has a displacement of 226 cubic inches, pressure lubrication, Swan-type manifolds and Lanchester vibration dampener.



Lycoming Shows New Eight-in-Line Engine

CHICAGO, Jan. 29.—In addition to its six-cylinder engines which are in use on many prominent makes of cars, the Lycoming Manufacturing Company of Williamsport, Pa., has announced and is now exhibiting the series G eight-in-line engine.

This motor is an L-head, long-stroke design and develops 62 horse power at 3,300 revolutions per minute.

Cylinder block and crankcase are cast as a unit. The bore is 2¾ and the stroke 4¾; the cylinder head is detachable. Light cast-iron piston rings are used, with four rings, of which two are perfect circle, oil-control rings. The crankcase, on the front of which is a Lanchester vibration dampener, has five main bearings, 2⅜ inches diameter, the length of end [illegible]gs being 1¾ inches and of [illegible]nediate bearings ⅛ inch less. [illegible]n oil thrower is at the rear of [illegible]e crankshaft.

The camshaft has six bearings, diameters ranging from 1 31-32 to 2 1-32 inches. It is driven by a link-belt chain 1¼ inches wide. A vertical shaft driven by helical gears at the center of the crankshaft operates oil pump and ignition unit at its lower and upper ends, respectively. Inlet valves are of chrome-nickel steel and exhaust valves of silcrome steel; the cam followers are of mushroom type. The manifolds are Swan-type; the intake manifold has square runners and a square riser passing through the exhaust manifold below. There are four inlet ports, valves being siamesed, while exhaust ports are provided separately for the two end cylinders and common exhaust ports for other cylinders taken in pairs.

Lubrication is by pressure to main bearings, front camshaft bearing, crankpin bearings and chain compartment. The gear type pump, centrally located beneath the camshaft, is in a pocket in the oil pump. A plunger-type oil-pressure regulator is connected to the distributing manifold. The sump has a capacity of seven quarts, and contains four baffles, one longitudinal and three transverse. A strainer surrounds the pump. The location of filler and breather and oil gauge is on the right side.

The generator is mounted on a pivot brasket, on the front supporting arm of the engine. A slotted link is provided for belt adjustment. The water pump is secured to two bosses at the generator rear and plate. Both generator and pump operate at 1.43 times the speed of the crankshaft. The fan is a V-belt type. The 48-pound flywheel has a diameter of 12 5-16 inches and 97 teeth for the starter gear. The weight of the engine is 630 pounds without carburetor, ignition unit and fan. It is built for four-point support, forward supports being on the block and rear supports on the flywheel housing.

New Moon and Diana Cars Impress Visitors

Chicago, Jan. 29.—The crowds inspecting the exhibit of the Moon Motor Car Company are much impressed by the new line of cars the company is showing, both in the Diana and Six-Sixty series. The growing interest in open cars is clearly shown by the attention generally accorded to the Six-Sixty cabriolet roadster effectively finished in ambatto and nimrod green. This car is fitted with a Moon one-piece swinging windshield, remote control door lock and pull handle, and a handle sliding through 6 inches whereby the rear window may be opened or closed.

Stewart MacDonald, President

Another attractive car in the same series in the Royal sedan, the upper panels of which are black and lower ones marble blue. Silk curtains and assist cord, robe and foot rail, as well as Circassian walnut woodwork give this car a luxurious character which is further emphasized by the high-grade and elaborate equipment.

In the Diana line, a detailed description of which will be found in an early issue of Automotive Daily News, the brougham is perhaps the most striking style. Its body has been lengthened, allowing the use of 37-inch doors which make it possible to enter and leave without disturbing occupants of front seats. The windshield permits of ventilation from under the cowl, as well as by a horizontal air current above it. The brougham is finished in two-tone green, with upper panels and lancehead panel on cowl and hood in black.

—and NOW The Great Hudson Organization—

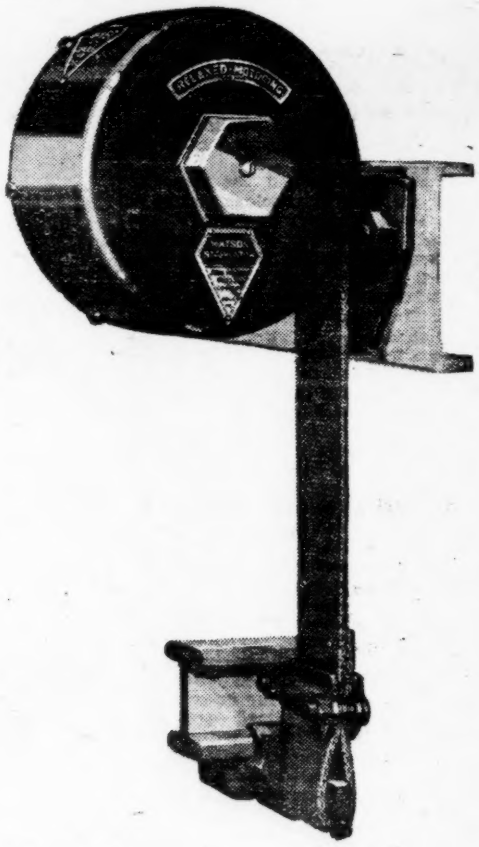
The newest and greatest of all Hudson Cars is announced with WATSON STABILATORS

Thus again Stabilated Relaxed Motoring, obtainable in no other known way, is proclaimed as an essential in rounding out and rendering usable all of the other finenesses of a motor car.

On boulevard, on concrete stretch at terrific speed, on medium roads, and on bad roads, all is the same to the Stabilated car.

Stabilators play a tremendous part in the performance abilities of the following cars, and the unanimous adoption of Stabilators by these famous car builders as standard equipment on their best models or on all of their models tells the precise story as to the quality and endurance of Stabilator performance.

CADILLAC
CHRYSLER
DUESENBERG
DuPONT
FRANKLIN
HUDSON
ISOTTA FRASCHINI
JORDAN
LOCOMOBILE
McFARLAN
NASH
PACKARD
PEERLESS
STEARNS-KNIGHT
STUDEBAKER
STUTZ
WILLYS-KNIGHT



[The above list is arranged alphabetically and n[illegible] in order of date of Stabilator adoption as standard equipment]

Don't miss the Stabilator road-motion exhibit at Coliseum —actual full forces are shown at work—Spaces S. H. 2nd Floor 154-155

WATSON
STABILATORS
Time Tried and Found True

NEW PEAKS OF SPEED POWER AND SAFETY

The individual triumph of every Automobile Show to date is unquestionably the concert of interest, talk and debate with which the greatest crowds in history greeted the new Hudson Super-Six and the new Essex Super-Six.

The Super-Six Principle

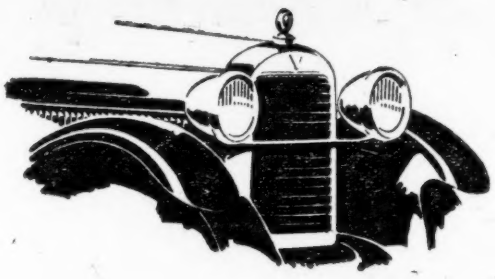
freed to the limit

Nothing like it in the World

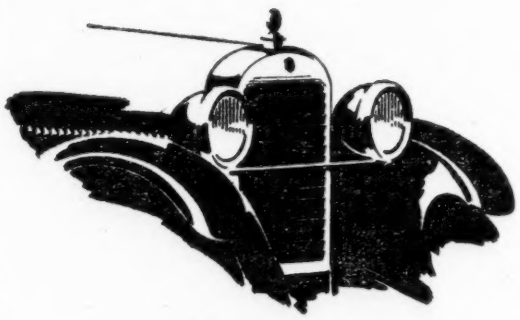
With the completion of a four year development and building program, these cars each present an entirely new line of bodies and an entire new chassis that gives a new meaning to motor car performance.

The Super-Six principle, long held in check, is released to its full capacity.

That required chassis specially designed to permit full expression of its wider, more flexible and nimble power. It meant greater roadability; and a driving and riding ease not heretofore known. It meant a reliability and sturdiness that would meet uninterrupted and sustained performance at top speed for any period of time.



Front Detail Showing
New Shape Radiator
Bullet Type Lamps
Full Crown Fenders



HUDSON SUPER-SIX

Standard Models

Coach	$1285
Sedan	1385

Custom built Models

Phaeton	$1500
Brougham	1575
5 Pass. Sedan	1750
7 Pass. Sedan	1850

ESSEX SUPER-SIX

4 Pass. Speedster	$750
Coach	735
Coupe	735
Sedan	785

All prices f. o. b. Detroit plus war excise tax

Riding That is Like Flying

In both Hudson and Essex, you will note at once, and always remember, an effortless ease in all performance, that can never be confused with any other car. It is the exclusive characteristic of the Super-Six principle. Power is so smoothly delivered in all ranges of performance that you are scarcely conscious of it. You take the lead at the getaway, you dart in and around traffic, or you travel all day at sustained high speed, with only the way you outdistance others to tell your supremacy. There is no sense of mechanical effort, no explosive lunge of power, either in your flashing getaway or in any phase of this flexible performance.

The development of Hudson led also to the creation of the Essex Super-Six, a counterpart in general appearance, smoothness, comfort, quality, easy riding and safety. Both are engineered to low operation and maintenance cost. The bodies are of such variety and beauty as will satisfy all demands for luxury and exclusiveness as well as comfort and price advantage.

HUDSON-ESSEX

HUDSON MOTOR CAR COMPANY

DETROIT, MICHIGAN

Federal Truck Display Includes New Model FW

CHICAGO, Jan. 29.—The Federal Motor Truck Company's exhibit at the National Automobile Show, while not showing its complete line of trucks which range in capacity from 1 to 7½ tons, displays such types as bring out the principal characteristics of the product. The 1, 1½ and 2-ton models are equipped with Knight engines.

The one-ton truck, model FW, is the latest addition to this line. It has been designed for speedy and economic operation—fifteen miles per gallon being stated by the manufacturer to be attainable road performance—and every unit going into this vehicle is specially constructed to fit into the product. Two chassis are built, with wheelbase lengths of 124 and 136 inches, and offered with a complete line of open and panel bodies.

The Ricardo-head-type engine, with 193 cubic inches displacement, is designed with a compression higher than usual in commercial car motors. The size of all crankshaft bearings is two and one-half inches, so that bushings are interchangeable. The pistons are of light cast iron, with high tensile strength and ductility. Force-feed lubrication is provided for crankshaft and camshaft bearings as well as idler gear spindle and gears; pistons and pins are splash lubricated.

The oil pump, which has a relief valve, is driven by a helical gear off the camshaft. An oil filter is included in the system. The fuel system included a Zenith carburetor, a gasoline strainer between vacuum tank and carburetor and an air filter. Ignition is Remy, with the distributor mounted on the rear of the generator. Heavy-duty truck type of electric starting and lighting equipment is used.

The cluth is a dry-plate type and, with the standard transmission, forms a unit with the engine. Gear ratios are 1.1 on third speed, 1.84.1 second, 3.65.1 first and 4.43.1 reverse. The tubular propeller shaft on the 136-inch chassis has two universal joints. The rear axle is spiral-bevel gear driven, semi-floating and carried on roller bearings. The front axle is a heavy-duty truck design, with wheels on two roller bearings mounted on a spindle measuring 1½ inches at its larger end. Brakes are of the internal expanding type, with two on each wheel, 16 inches in diameter and 2¼ inches wide.

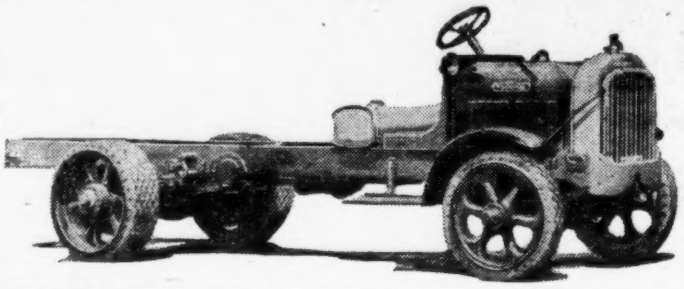
The frame is of pressed steel channel section, side rails being 5 inches deep and 3-16 inch thick, with 2¼-inch flanges.

Semi-elliptic springs of high-grade heat-treated alloy spring steel are used, 39 inches long in front and 50 inches rear. Rear springs are mounted on top of the rear axle. The six-spoke cast-steel wheels have 20-inch base demountable rims. The worm-and-sector steering gear has a ratio of 9½.1, and the steering gear is 18 inches in diameter.

Representing the Cadillac line of open cars by Fisher is a duplication of the special sport phaeton which proved a sensation at the recent New York salon. A rare combination of daring smartness with ultra-conservative refinement is produced in the black and silver leaf color scheme, pure polished nickel hood, the double cowl and tonneau windshield and the Victoria-type top over the rear seat only. The tonneau cowl raises to permit entrance to the rear seat and, when lowered, acts as a dust and wind protector. The upholstery is natural leather with a disappearing arm rest at the center of both seats. Distinctiveness in design and appointments is enhanced by the natural leather luggage trunk, special head lamps, multiple-ray searchlight and walnut running boards with nickel step plates.

M. L. PULCHER
President Federal

FEDERAL "X" MODEL, capacity seven and one-half tons, is built in wheelbase of 155, 162 and 186 inches, worm-driven axle, powerful brakes and every other mechanical feature designed for most strenuous commercial service.



MILWAUKEE AUTO SHOW BIGGEST IN HISTORY

Milwaukee, Wis., Jan. 29.—The auto show just closed was the most successful in the history of Milwaukee. Total attendance was 123,839. This exceeded last year's attendance by 16,507 persons.

Dealers reported good sales during the show, and in some cases the models on exhibition were sold from the floor.

POLK LISTS

Chicago, Jan. 29.—Various lists—such as registrations, sales, exports, etc.—covering business matters of interest to automotive manufacturers, dealers and exporters, are among the material which is being regularly prepared by R. L. Polk & Co., Detroit. The company is represented at the Chicago show. This firm has long been known by the highly dependable service it is rendering in a statistical field of great importance, where constant and widespread activity makes the collection and correlation of exact information a task that is as difficult as it is indispensable.

MOTORISTS TO FIGHT GAS TAX BILL IN NEW JERSEY

Trenton, N. J., Jan. 29.—The New Jersey Motor Vehicle Conference, representing the New Jersey Automobile Trade Association, Associated Automobile Clubs of New Jersey, Automobile Legal Association, New Jersey Automobile and Motor Club, Motor Truck Club of New Jersey and affiliated organizations, will oppose the gasoline tax bill, introduced by Assemblyman Altman of Atlantic county, under which a tax of 2 cents a gallon would be placed on gasoline. Samuel R. Fletcher is president of the conference, and Claude F. Holgate secretary-treasurer.

WISCONSIN AXLES

GREATER profits through lower operating and maintenance costs. For all speeds and for all loads, a Wisconsin Axle is available to effect these economies. Write for our replacement data.

Bevel Gear, Double Reduction and Worm Drive

Full-Floating *Semi-Floating*

WISCONSIN PARTS CO. Oshkosh, Wis.

N. J. REGISTRATIONS FOR 1926 SHOW BIG GAINS

Trenton, N. J., Jan. 29.—Automobile registrations for 1926 in New Jersey showed a big increase over 1925, according to the figures just given out by the State Motor Vehicle Department. The figures are: Passenger cars, 646,309; commercial, including undertakers' cars, 119,525; motorcycles, 7,213; buses, 11,114; trailers, 1,596. The total fees from all sources amounted to $11,800,000.

The figures last year were: passenger cars, 456,743; commercial, 107,643; motorcycles, 5,819; buses, 10,140; trailers, 1,365. Fees for 1925 were $10,437,133.

SHOP EQUIPMENT BIG SHOW ITEM AT COLUMBUS

Columbus, O., Jan. 27 (U. T. P. S.).—One of the big features of the annual Columbus Automobile Show, held at Motor Hall, Ohio State Fair Grounds, January 12 to 22, was the complete exhibit of shop equipment. Local manufacturers and jobbers of automobile accessories and shop equipment have been organized for some time and the display was fostered by this association. More than 100 displays of applicances in garages and repair shops were shown in actual operation by skilled me-

To meet the demand for full-comfort sell the car that created it

ELCAR 8 ELCAR 6

ELCAR

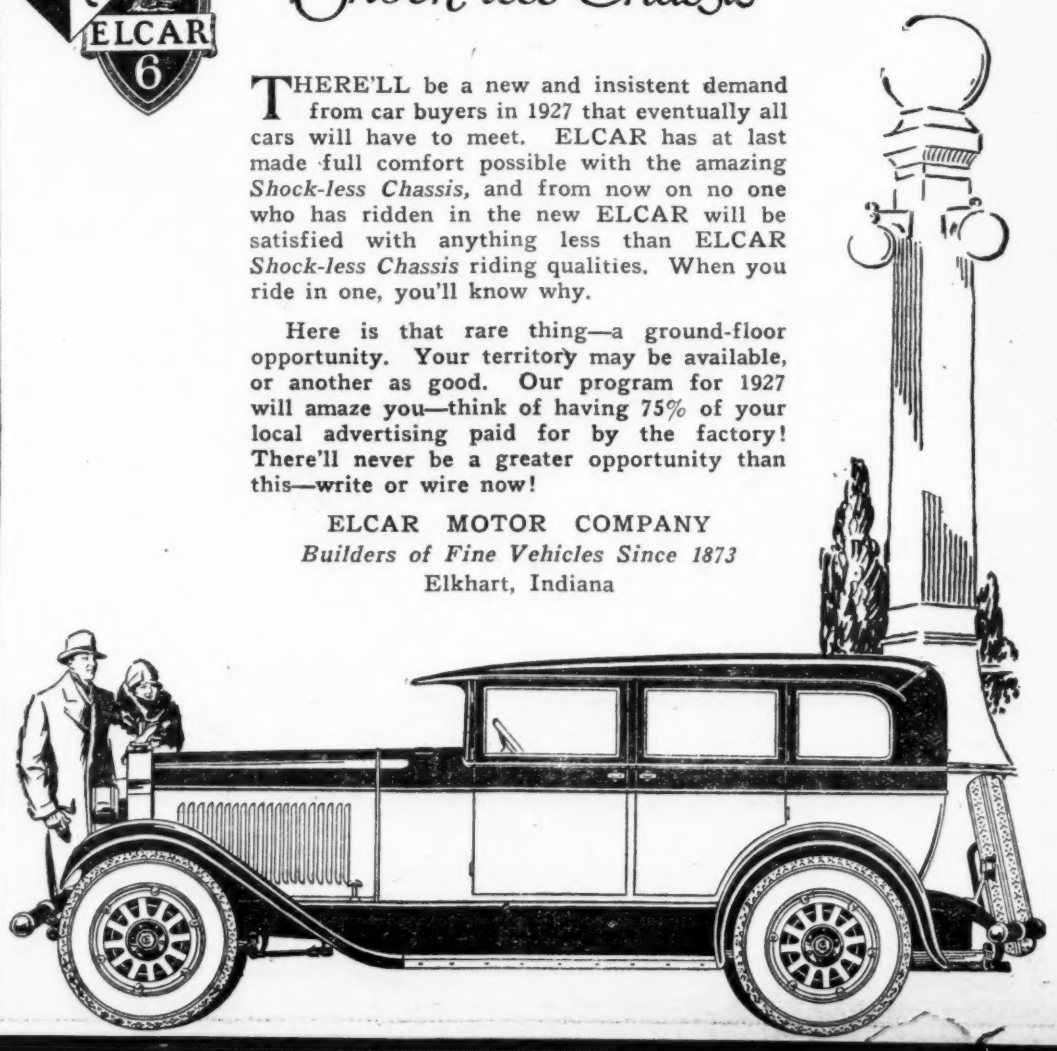
WITH THE

Shock-less Chassis

THERE'LL be a new and insistent demand from car buyers in 1927 that eventually all cars will have to meet. ELCAR has at last made full comfort possible with the amazing *Shock-less Chassis,* and from now on no one who has ridden in the new ELCAR will be satisfied with anything less than ELCAR *Shock-less Chassis* riding qualities. When you ride in one, you'll know why.

Here is that rare thing—a ground-floor opportunity. Your territory may be available, or another as good. Our program for 1927 will amaze you—think of having 75% of your local advertising paid for by the factory! There'll never be a greater opportunity than this—write or wire now!

ELCAR MOTOR COMPANY
Builders of Fine Vehicles Since 1873
Elkhart, Indiana



BODY
by
FISHER

APPRECIATION

Fisher pioneered the closed body; preached and prophesied its future wide-spread popularity when the public looked upon it as a mere fad. To Fisher, more than to any other one factor, is due the development of the closed body into the staunch, safe, beautiful and luxurious vehicle of today. Fisher, then, can justly take pride in the fact that this Automobile Show of 1927 sees the closed body brought to the highest efficiency, economy, convenience and comfort it has thus far attained—with leading cars in each price class featuring Body by Fisher.

FISHER BODIES

GENERAL MOTORS

Financial News of the Automotive Industry

Eight Motor Companies Earn $52,000,000 in '26, Gaining 21% Over 1925

NEW YORK, Jan. 29.—Based on production figures for 1926, it is estimated that the eight leading motor companies, whose stocks are listed on the New York Stock Exchange, increased their earnings approximately $52,000,000, or 21 per cent. over 1925.

The total earnings of the eight companies, General Motors, Chrysler, Dodge, Hudson, Nash, Packard, Studebaker and Willys-Overland, are estimated at $293,013,000, against $240,297,000 reported for 1925.

While the individual estimates may be changed as more complete figures are available, they give a clear picture of the developments in the motor field during 1926 as affecting the major producers, as well as the reflection which these results found marketwise.

The eight companies produced close to 90 per cent. of the total number of automobiles manufactured last year, excluding Ford, and it is safe to say that they earned more than this percentage of the total earnings in the motor industry, excluding Ford. In 1926, their production aggregated 2,428,000 vehicles. In 1925 their output was 1,971,000. The 1926 figure shows a gain of 457,000 vehicles, or nearly 23 per cent. over the preceding year.

That the prosperity indicated by the above figures was not evenly divided is shown by the varying results achieved in the individual instances. General Motors alone produced an estimated 1,225,000 vehicles last year, against 835,902 in the preceding year, a gain of 389,000 vehicles. This is equal to 86 per cent. of the total gain shown by the eight companies.

Dodge showed the second largest gain in 1926, with an output of 330,000 vehicles, against 255,000 in the preceding year, a gain of over 29 per cent. Nash was third with an output of 137,000 vehicles, against 93,000, a gain of 44,000, or 47 per cent. Chrysler, with an output of 175,000 vehicles, against 136,000, showed a gain of 39,000, or 28 per cent., and Packard, with 35,000, against 30,000, gained over 16 per cent. Hudson, Studebaker and Willys-Overland showed some recession from the preceding year's levels.

In earnings similar differing results are shown. Here the gain by General Motors alone exceeds the total gain shown by the eight companies, for its profits in 1926 are estimated at $183,674,000, against $116,016,000 reported for 1925. The increase in General Motors earnings for the year is $67,658,000. A part of this gain is accounted for by the absorption of the minority interest of Fisher Body Corporation on June 30, 1926, while but 60 per cent. of this subsidiary's profits were included prior to that date.

But the total included on this account is not sufficient to change the fact that the corporation's profits, figured on the same basis as in 1925 alone, accounted for more than the entire net gain shown by the eight companies. If taken as a unit, the combined earnings of the seven companies, excluding General Motors, are estimated for 1926 at $109,339,000, against $124,281,000 in 1925, a decline of $14,942,000.

Nash has already reported an increase in earnings over 1925. Packard has reported a decrease and Chrysler is expected to show a slight increase. Dodge Brothers is expected to report about the same earnings as last year, while all the other companies are expected to show some falling off in earnings as compared with a year ago.

The following table summarizes the results of the eight companies for the two years:—

	Production	*Net profits after taxes	Profits a share
Gen. Motors:			
1926.....	1,225,000	$183,674,000	†21.50
1925.....	835,902	116,016,000	21.00
Dodge Bros.:			
1926.....	330,000	25,000,000	6.28
1925.....	255,000	25,358,000	6.28
Hudson Motor:			
1926.....	220,000	5,984,000	3.75
1925.....	264,000	21,379,000	16.07
Willys-Overland:			
1926.....	185,000	9,875,000	3.21
1925.....	220,000	12,109,000	4.36
Chrysler:			
1926.....	175,000	17,440,000	5.78
1925.....	136,000	17,410,000	5.67
Nash Motors:			
1926.....	137,000	23,346,000	8.50
1925.....	93,000	16,256,000	5.57
Studebaker:			
1926.....	111,000	12,804,000	6.55
1925.....	137,000	16,620,000	8.55
Packard:			
1926.....	35,000	14,890,000	4.95
1925.....	30,000	15,149,000	5.61

*Earnings figured before interest for those companies with funded debt outstanding; 1926 estimated except Nash and Packard.

†G. M. earnings per share calculated on average number of shares outstanding, giving effect to 50 per cent. stock dividend in September.

In a subsequent article the relation of market prices at December 31, 1925, and December 31, 1926, and earnings in those years will be discussed.

Goodrich Sales in 1926, $148,000,000

New York, Jan. 29.—The B. F. Goodrich Company has declared the regular quarterly dividends of $1 on common and two dividends of $1.75 each on the preferred. The common dividend is payable March 1 to stock of record February 15, and the preferred dividends April 1 to stock of record March 15, and July 1 to stock of record June 15.

In the final report for 1925, the Goodrich company, showed net profit of $12,744,447 after deducting depreciation, interest, federal taxes and a reserve of $4,000,000 for contingencies. This was equivalent after preferred dividends to $17.33 a share earned on 601,560 no par shares of common stock.

The B. F. Goodrich Company preliminary statement for the year ended December 31 shows net sales of $148,000,000. Profits from operations approximated $10,500,000, and after depreciation, interest and federal taxes there remained a balance of slightly more than $5,000,000.

Current assets as of December 31 were $62,900,000 and current liabilities $6,600,000.

The maturity January 15, 1927, of $5,000,000 of the $15,000,000 5 per cent. notes issued a year ago was met from current assets. The directors approved the retirement of 11,880 preferred shares in accordance with the provisions of the charter.

PRATT & LAMBERT DIVIDEND DECLARED

Buffalo, N. Y., Jan. 29.—The directors of Pratt & Lambert, Inc., varnish makers of this city, have declared a dividend of 75 cents a share on the no par value common stock, to be paid April 1 to stock of record March 15.

Net profits for 1926, after depreciation and taxes, are $1,339,503.90, which is slightly more than the profits of the comapny for 1925, and represents an earning of $6.61 per share on the 202,500 shares of no par common stock.

Dodge Bros. Profits for 1926 Were $27,793,673

New York, Jan. 29.—Dodge Brothers, Inc., report for the year ended December 31, 1926, a surplus of $21,591,919 after depreciation, interest, Federal taxes and provision for dividends on the $7 preference stock, equal to $6.46 a share earned on 2,435,000 combined shares of no-par Class A and Class B stocks. Previous report covered eight months ended December 31, 1925, and showed a surplus of $9,841,969, equal to $4.04 a share on the combined 2,434,563 shares of Class A and Class B stocks, and, with $6.32 a share for 1925, including four months' earnings of a predecessor company, exclusive of its profits derived from sale of real estate.

"Sales of cars and parts in 1926 reached a total of $252,997,484. Profits for the year (after depreciation but before interest and provisions for Federal income taxes), which were $27,793,673, compared with $28,698,846 in 1925, which latter figure included profit of $654,811 on real estate sold during 1925," says E. G. Wilmer, president of Dodge.

"Cash and marketable securities at the end of 1926 totaled $30,539,450, total current assets were $49,570,173, current liabilities (including the accrued dividend on preference stock) were $12,757,230, with a resulting ratio of current assets to current liabilities of 3.89 to 1."

CRUDE RUBBER IMPORTED IN DECEMBER, 37,707 TONS

Special from A. D. N. Washington Bureau

Washington, Jan. 29.—American rubber manufacturers imported 84,462,944 pounds, or 37,707 long tons, of crude rubber, valued at $33,218,284 in December, the rubber division of the Department of Commerce announced today.

Imports of liquid latex amounted to 105,936 pounds, worth $42,082; guayule valued at $121,502, jelutong valued at $264,229, balata valued at $58,231, gutta percha valued at $40,710 and other crude, scrap and reclaimed rubber worth $83,543.

MISSISSIPPI LICENSE LAW WILL BE TESTED

Memphis, Tenn., Jan. 29.—A test case on the validity of the new Mississippi automobile license law, which abolishes penalties on delinquent taxpayers for 1927 because sufficient automobile tax tags to meet the demand had not been received by the state, will be heard in Chancery Court in Corinth, Miss., shortly.

W. E. Boyd, acting for a bonding company, has filed the suit against Sheriff Bert Coleman to force him to collect double penalties on delinquent taxes. Attorney General Knox will represent the state of Mississippi in the suit.

MARMON MOTOR CAR DECLARES DIVIDEND

New York, Jan. 29.—The Marmon Motor Car Company has declared its regular quarterly dividend of $1 on common, payable March 1 to stockholders of record February 15.

Most departments of the Marmon factories are working double shift on production of the Little Marmon, according to G. M. Williams, president.

MORE WORK IN DETROIT

Detroit, Jan. 29.—The Employers Association reports 214,733 persons employed for week ended January 22, an increase of 2,481 over the previous week, and comparing with 261,602 for the same week a year ago.

Moto Meter Faces 1927 In Excellant Condition

NEW YORK, Jan. 29.—While some circles have been "bearish" on motor car and automotive accessory stocks, one company in particular seems to have taken steps which will greatly increase its earning power this year, and in years to come.

The Moto Meter Company, Inc., has not only just finished a splendid year, during which time their net earnings totaled more than twice the amount necessary for dividends on their class A stock issue, but they have fortified themselves during this period, through the purchase of the largest manufacturing concern of gauges for automobiles in the world, namely, the National Gauge and Equipment Company of La Crosse, Wis., the first payment of this purchase having been entirely taken care of out of surplus, and the remaining payments will be more amply provided for out of the net earnings of this last mentioned company.

The winning of important patent suits substantiating Moto Meter patents in England, as well as further decisions in the United States, together with the acquisition of this National Gauge and Equipment Company, their only competitor, again virtually assures the Moto Meter Company of a monopoly in the motor heat indicator field, and more important than this, it diversifies their efforts without materially increasing their overhead or other fixed expenses.

Furthermore, prospects for 1927 business are better than they have been for several years, in view of the securing of contracts from some of the largest motor car factories in the field, such as Hudson, Dodge, Cadillac, Packard, Jordan, Durant, Locomobile, Nash, Star, etc.

With such favorable prospects in their motor heat indicator department, insuring continuance of profits which have been so remarkable in the past, the Moto Meter Company, Inc., has also announced the addition to their line of the Motor Meter Tire Tester, which will be made at the National Gauge and Equipment plant, their new property in LaCrosse.

Samples of this device have not as yet been shown to the trade. However, as a result of a letter announcing the time of delivery (February 20, 1927), and prices, orders have been received for tens of thousands. This new item will insure quite a large additional profit, as again it does not require any material increase in sales or overhead expense, as it will be distributed through the same channels and by the same sales organization already established for the distribution of Boyce moto meters.

In addition to these encouraging facts, the Moto Meter Company, Inc., is just about to announce what many believe will be one of the most profitable lines of automotive accessories in the country, namely, the new Moto Meter Self Adjusting Spark plug.

This new spark plug is revolutionary in design and operation, in fact it means the furnishing to the motor car using public of a better ignition service, and this means still more profit to the Moto Meter Company, Inc., because it will also be marketed through exactly the same selling organization, and without additional administrative or office expense of any moment.

Ignition experts everywhere are loud in their praise of this new Motor Meter Self-Adjusting Spark Plug and this company is arranging for production on a very large scale, to start about the middle of February.

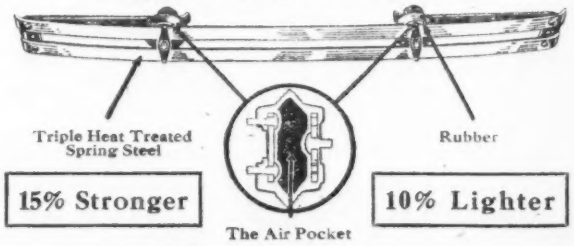
EXPECT GAIN IN AMERICAN CAR SALES IN GERMANY

Special from A. D. N. Washington Bureau

Washington, Jan. 29.—American motor car manufacturers having assembly plants in Germany are undergoing reorganizations with improved sales of new models at lower prices, which are gaining ground, according to a cable to the Department of Commerce.

Last year 5,000 American passenger cars were sold in Germany, with an increase of at least 30 per cent. expected this year, the report states. Sales of American cars, it is expected, will be materially expedited through the recent establishment of the Wurttemberg Automobile Credit Bank, the shares having been absorbed by banking and automobile interests and an insurance company.

The 1927
Equipment Sensation
Triple Profit
Triple Protection
—Yet the Buyer Pays No More
Bumpers Worthy of Greater Cars



SHELDON Air-Cushion Bumpers
Passed by Underwriters' Laboratories
The "Big 3" Lines of Defense
BOOTH 214 & 216

Hudson and Essex Cars Attract Much Interest At Big Chicago Show

CHICAGO, Jan. 29.—The exhibit of the Hudson Motor Car Company at the Chicago National Automobile Show is one of the big centers of attraction this year.

Which is not surprising, as the public and trade attention was called to the importance of the new line's features over a month ago; and there is every appearance that the 1927 Hudson and Essex cars are meeting with a business reaction that is more than proportionate to the curiosity with which the new models have been awaited.

It is understood that, in addition to the ten styles, prices of which follow, two more bodies will go into production shortly.

ROY D. CHAPIN
Chairman of Board, Hudson

Hudson	
Coach	$1,285
Sedan	1,385
Brougham	1,575
Five-passenger sedan	1,750
Seven-passenger sedan	1,850
Essex	
Coach	735
Coupe	735
Sedan, bench-type seats	795
Sedan, chair-type seats	785
Four-passenger speedster	750

In the Hudson line, striking appearance has been achieved by the use of one-tone for body panels, hood and wheels, relieved by the striping and molding, which bring out the contours of the cars, with tops giving additional color contrast. Maroon, blue and green are the dominant shades, the vivid effect of which is well balanced by the beautiful fleet lines of the cars. Except for the first two models above referred to, Hudson bodies are custom built, a fact which even a brief examination of cars and upholstery drives home to the observer.

Mohair upholstery, silken curtains on rear and quarter windows, arm rests, assist cords, foot rails and smoking sets are found on the closed custom-built styles. The finish of the instrument board matches the upholstery, while walnut is used for windshield panel and window ledges. Standard body types, while designed for manufacture in larger numbers, are designed with equal care, and also have upholstery and appointments of a high order.

Essex contours this year make for a strikingly good looking series of cars, with just the right balancing of straight lines and curves. One-tone color schemes are used on this year's Essex cars as advantageously as on the Hudson line, the pleasing appearance of which is in no small way due to the increased height of the radiator and the well-designed lamps and fenders.

In both Hudson and Essex cars, the super-six principle is now used, with the counter-balanced crankshaft giving a flywheel effect. This maximum of balancing is carried out all the way through the drive to the axle. Relatively large and heavy axles, wheels and steering gears made for safe driving, while longer and wider vanadium steel springs as well as larger tires contribute to riding comfort.

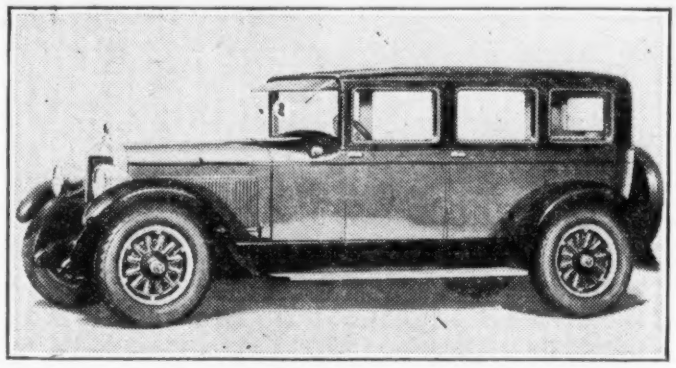
The Hudson F-head engine is 3½x5, rated at 29.4 h.p. Intake valves are in the head and exhaust valves in the side. The fuel system includes a nineteen gallon tank and a vacuum tank. The single-disc clutch, with cork inserts, runs in oil. Through the standard transmission and with tubular propeller with Spicer joints, the drive is taken to the rear axle; the I-beam section front axle is a reverse Elliott type. Four-wheel brakes are fourteen inches in diameter and two inches wide, and steering is by a worm-and-sector gear.

The wheelbase is 127¾ inches long, with front springs more than three feet and rear springs nearly five feet in length; the adjustable spring shackles, working in reamed bronze bearings, are lubricated by patented oilers. The size of the balloon tires is 31x6. Equipment includes motometer, dashboard gasoline gauge, walnut steering wheels and standard accessories.

The Essex six-cylinder L-head engine is 2 11-16x4¼ and 17.6 horsepower. The crankshaft has three main bearings. Split aluminum pistons are removable from the bottoms of the cylinders. Camshaft is driven by a silent chain. Cooling is by thermo-siphon system, and the radiator is equipped with hand-controlled shutter. Lubrication is by a circulating splash system, including a plunger pump. The electrical system is Autolite, with Bendix drive for the starter. Full automatic spark control is used.

The clutch, same type as on the Hudson, runs in oil. The transmission is in unit with the engine, has Hyatt bearings on the main shaft and is fitted with neutral lock. The tubular propeller shaft and Spicer universal joints take the drive to the semi-floating rear axle fitted with Timken bearings. Wheelbase is 110½ inches. Patented Hudson oilers are used for chassis lubrication.

HUDSON SUPER-SIX, FIVE-PASSENGER SEDAN, a car unusually handsome, shows lines which are carefully harmonized into a fetching composition, added to by effective color combination and largish fenders and radiator.



Kissel at Show With 36 Interesting Styles

CHICAGO, Jan. 29.—One of the most interesting exhibits at the National Automobile Show is that of the Kissel Motor Car Company, whose product includes no less than thirty-six styles.

Three chassis, a six and two eight-in-lines, are built by Kissel, there being eleven body types which are built for each of the three series, and three special de luxe models on the 8-75, the largest of the chassis. The price range of Kissel's product is from $1,695 to $3,585.

G. A. Kissel
President

The success of the firm with the all-year coupe roadster introduced a year ago led the Kissel company to the creation of the all-year sedan, the latest style to be added to the line. This car, with the top up, is a tight-fitting brougham, all windows fitting tightly, so that the car is warm in even the coldest weather. There are two doors, thirty-two inches wide, easy entrance and exit of passenger being assured by the mounting of the front seats on a track.

In warm weather, all four side windows may be quickly and easily lowered flush with the sills, and center posts may be folded down, transforming the car into a touring model, and for summer touring, the top may be folded down completely and inclosed in a top cover. All this work is easily done in very few minutes and does not require the use of any tools.

CLUBS HEAR PLEAS FOR UNIFORM TRAFFIC LAWS

Youngstown, O., Jan. 29.—Pleas for uniform state traffic laws and other legislation beneficial to the motorist were heard by sixty representatives of automobile clubs of eastern Ohio and western Pennsylvania when Fred Caley, secretary of the Cleveland Automobile Club, and Judge J. H. C. Lyon, common pleas judge of Youngstown, addressed their conference here.

Caley, backed by the group for the next presidency of the American Automobile Association, described the growth of that organization from 150,000 to more than 1,000,000 members in three years. He urged active support of a drivers' license bill to be acted on shortly at Columbus.

Michigan Car Trade Men Elect Officers

Detroit, Jan. 29.—Officers of the Michigan Automotive Trade Association have been elected as follows: Frank E. Hathaway, Muskegon, president; Joseph Thompson, Ypsilanti, vice-president; John W. Neumann, Detroit, treasurer; H. H. Shuart, Detroit, secretary.

New directors named were John Hinga, St. Joseph; Don T. Hastings, Detroit; Wilbur J. Dunn, Detroit; H. J. Allington, Saginaw; R. B. Taylor, Battle Creek; A. B. Burkholder, Grand Rapids, and George H. McVannell, Flint.

Washington, Jan. 29. — Oscar Coolican, president of the Washington Packard Motor Car Company, has announced that he will enter the investment and banking business as manager of the local office of G. M. P. Murphy & Co., members of the New York Stock Exchange.

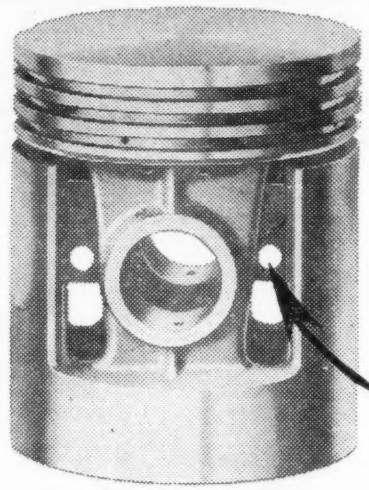
Classified Advertising

CLASSIFIED RATES
5c word (for daily insertion)

FOR RENT

FOR RENT—Completely equipped mirror factory practically new. Daylight building. Long lease. Box 81, Automotive Daily News.

Nelson Bohnalite Pistons Combine All Advantages of Cast Iron and Light Alloy



The OLD STANDARD PLUS

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2. Unusually Low Expansion.
3. Light Weight.
4. Smoother Motor Performance.
5. Minimum Vibration.
6. Higher Speed and Flexibility.
7. Quicker Acceleration.
8. Better Cooling.
9. Greater Power.
10. No Cylinder Scoring.
11. Stays Put.

The Strut

Special Alloy steel struts are cast in to control expansion and maintain satisfactory clearances under various engine operating conditions. The struts are the backbone of piston endurance and life.

*Nelson *Bohnalite Pistons are already being used by manufacturers of cars, who make claims of unprecedented performance—a list of them will be gladly furnished upon request, along with a booklet which further describes the design of this outstanding piston.*

Bohnalite, the light alloy from which this piston is made, should never be confused with any other light alloy on the market. Every Nelson *Bohnalite Piston is heat-treated for uniformity, strength and hardness.

BOHN ALUMINUM & BRASS CORPORATION
EAST GRAND BOULEVARD, DETROIT
THE LIGHT ALLOY PISTON WITH A STEEL BACKBONE
THE COMPANY HEADQUARTERS AT THE DRAKE HOTEL DURING THE CHICAGO SHOW.

Falcon Has Important Place in Spring Trade

CHICAGO, Jan. 29.—A unique feature of the National Automobile Show week here is the Falcon, which will be in production, properly speaking, in March.

Nevertheless, the Falcon is a very real factor already in the picture of the spring motor car market. Just as happened in New York, dealers are more eager to become acquainted with and, if possible, to get in line with this product—a Knight-motored six-cylinder car selling in the $1,000 class.

Sedan, brougham, coupe, touring car and roadster will be the first body types to be brought out. The sedan proves to be quite in keeping with modern body design, but the Falcon Motors Corporation has wisely refrained from incorporating in the car's lines or colors any really foreign or strange features which, though they sometimes make a car conspicuous, have to be sold to car buyers in four cases out of five.

The fact is that the Falcons in appearance is just that what hundreds of thousands of American motorists consider the proper face for a car they buy. The hood converges from the cowl forward, but not execessively so; the car's lines are long, accentuated, but not exaggerated by belt and molding. The visor is blended successfully into the roof line. Color combinations are in two-tone, the upper structure on closed cars being black and the lower lacquered in color.

The Falcon-Knight engine is a 2 15-16x3 7-8, with an S. A. E. rating of 20.7 h. p. and developing 45 b. h. p. It has a seven-bearing crankshaft, one eccentric shaft for operating both outer and inner sleeves, force-feed lubrications system including an oil rectifier, Auto-Lite electric equipment and a cooling system which includes a thermostat. The equipment includes among other features four-wheel brakes and shock absorbers.

JOHN R. NICHOLS
President Falcon

BENNETT HONORED

Akron, O., Jan. 27.—Harry E. Bennett, secretary-manager of the Automobile Dealers Company of Akron, has been elected president of the North End Civic Association. Bennett is very popular in this section and has made his home here for the last six years.

BUICK OFFICIALS PREDICT BUSY YEAR

Heavy Winter Demand Taxes Production, Says Churchill

CHICAGO, Jan. 29.—E. T. Strong, president of the Buick Motor Company, C. W. Churchill, general sales manager, and other officials of the Buick Motor Company who are at the Chicago show are full of optimism over the outlook for 1927.

Mr. Churchill analyzed the 1927 automobile market as it appears at the show with the conviction that Buick is destined for the greatest selling season in its history during the next eleven months. He said:—

"While the great demand for Buick cars is due chiefly to the recognition by the public of the value in the Buick product, there is no doubt that the healthy condition of the country also has much to do with it.

"Investigations that have been made indicate that the prosperous condition of the last year will continue throughout 1927.

"The usual heavy demand that has been experienced every year will undoubtedly repeat itself this coming spring, and Buick dealers are finding it difficult to stock a surplus of cars with which to meet the large spring business which past experience has taught them will exist.

"Buick production is greater at this time than in any previous winter, and it is predicted that even with production of around 1,200 cars a day during the months ahead, Buick cars will be hard to obtain during the peak selling months.

"As in past years, the Buick exhibit is the center of attraction at the show, indicating that, as usual, the product can be depende' upon to maintain and improve its enviable place in the automobile industry. The many advanced engineering features incorporated in the Buick models, together with custom quality in fittings and equipment, stand alone as innovafact, and the prosperous condition of the country, gives us confidence tions which belong to Buick. This that 1927 will be Buick's biggest year."

CURRENT PRICES OF PASSENGER CAR MODELS

AUBURN—6-cyl. Model 66. 120 W. B.

5 Touring	$1,395	5 Brougham	1,495
4 Roadster	1,395	5 Sedan	1,695
3 Coupe	1,445	5 W. Sedan	1,745

AUBURN—8-88. 129 W. B.

5 Roadster	$1,695	5 Brougham	$1,795
5 Touring	1,695	5 Sedan	1,995
3 Coupe	1,745	5 W. Sedan	2,045

AUBURN—8-77. 125 W. B.

Roadster	$1,395	Sedan	$1,695
Brougham	1,495	Wan. Sedan	1,745

BUICK—6-cyl. Series 115. 115 W. B.

4 Roadster	$1,195	4 Coupe	$1,275
2 Coupe	1,195	4 C. C. Coupe	1,275
5 Sedan	1,195	5 Sedan	1,275
5 Touring	1,225	5 Brougham	1,275

BUICK—6-cyl. Series 120. 120 W. B.

5 Sedan	$1,395	5 Sedan	$1,495
4 Coupe	1,465		

BUICK—6-cyl. Series 128. 128 W. B.

4 Roadster	$1,495	4 Con. Coupe	$1,925
5 Spt. Touring	1,525	5 Broug. Sedan	1,925
4 C. Club	1,765	7 Sedan	1,995
5 Coupe	1,850		

CADILLAC—Standard. 132 W. B.

5 Brougham	$2,995	7 Sedan	$3,250
2 Coupe	3,100	2 Spt. Coupe	3,500
5 Victoria	3,195	7 Imperial	3,535
5 Sedan	3,250	Sport Sedan	3,650

CADILLAC—8-cyl. Custom. 138 W. B.

Roadster	$3,350	5 Coupe	$3,850
2 Road(132WB)	3,350	4 Spt. Phaeton	3,975
5 Phaeton	3,450	5 Sedan	3,995
Coll. coupe	3,450	7 Suburban	4,125
7 Touring	3,450	7 Imperial	4,350

CASE—Model J. I. C. 122 W. B.

5 Touring	$1,885	5 Sedan	$2,590
5 Sport	2,160	5 Brougham	2,590

CASE—Model Y. 132 W. B.

7 Touring	$2,225	7 Sedan	$2,975

CHANDLER—"Standard Six"

5 Touring	$945	Sedan De L.	$1,095
5 Sedan	995	Coupe De L.	1,125
5 De L. Tour.	1,005	Roadster	1,135
3 Coupe	1,035		

CHANDLER—"Special Six"

5 Touring	$1,145	5 Spt. Touring	$1,295
3 Coupe	1,195	5 Sedan	1,295
Coupe De L.	1,285		

CHANDLER—"Six Six"

5 Sedan	$1,495	4 Coupe	$1,675
5 Spt. Touring	1,545	4 Com. Road	1,695
5 Met. Sedan	1,595	7 Sedan	1,795
7 Touring	1,645	7 Sedan De L.	1,895

CHEVROLET—Superior. 103 W. B.

2 Roadster	$510	5 Coach	$595
5 Touring	510	5 Sedan	695
2 Coupe	625	5 Landau	745

CHRYSLER—4-cyl. 50

2 Coupe	$750	4 Roadster	$795
2 Roadster	750	5 Sedan	830
5 Touring	750	5 Landau	885
5 Coach	780		

CHRYSLER—6-cyl. 60

5 Phaeton	$1,075	Coach	$1,145
2 Roadster	1,145	4-Pass. Roadst	1,175
2 Coupe	1,125	Sedan	1,245

CHRYSLER—6-cyl. 70

5 Phaeton	$1,595	4 Royal Coupe	$1,545
5 Spt. Phaeton	1,495	5 Royal Sedan	1,595
4 Roadster	1,495	3 Cabriolet	1,745
5 Brougham	1,595	5 Crown Sedan	1,795

CHRYSLER—6-cyl. 80

5 Phaeton	$2,495	7 Sedan	$3,195
2 Roadster	2,595	Landaulet	3,295
4 Coupe	2,895	7 Sedan	3,295
5 Spt. Phaeton	2,895	Cabriolet	3,495
2 Coupe	2,895	Town car	5,495
6 Sedan	3,095		

CUNNINGHAM—8-cyl. 132 W. B.

4 Touring	$6,150	2 Sport	$7,400
2 Roadster	6,150	2 Coupe	7,600

CUNNINGHAM—8-cyl. 142 W. B.

6 Touring	$6,650	5 Cabriolet	$8,100
7 Touring	6,650	7 Town Car	8,100
6 Limousine	8,100		

DAVIS—6-cyl. Model 94-27. 109 W. B.

5 Roadster	$1,245	5 Sedan	$1,285
3 Coupe	1,285	5 Touring	1,285

DAVIS—6-cyl. Model 92-27. 115 W. B.

5 Phaeton	$1,395	5 Sedan	$1,595
4 Touring	1,495	4-Pass Coupe	1,695
4 Roadster	1,495	5 Imp. Sedan	1,795

DIANA—8-cyl. 125½ W. B.

5 Brougham	$1,995	7 Pass. Sedan	$2,695
4 Cabriolet	2,095	Berlin Sedan	2,895
4 Dr. de L. Sed	2,195		

DODGE BROS.—4-cyl. 116 W. B.

5 Touring	$795	Spec'l Coupe B.	$895
2 Roadster	795	5 Sedan B.	895
5 Spec. Touring	845	Sport Roadster	975
2 Spec. R'dsters	845	5 Spec. Sedan B	945
2 Coupe	845	5 DeL. Sedan	1,075
5 Spt. Touring	880		

DU PONT—6-cyl. 125 W. B.

4 Roadster	$2,800	4 Coupe	$3,200
4 Phaeton	2,800	5 Sedan	3,400
4 Spt. Phaeton	2,950	5 C. C. Sedan	3,750

ELCAR—6-70 117 W. B.

4-Pass. Broug.	$1,295	4-Pass. Landa	$1,475
5-Pass. Sedan	1,395		

ELCAR—8-82 123 W. B.

5-Pass. Broug.	$1,595	5-Pass. Landa	$1,870
5-Pass. Sedan	1,790		

ELCAR—8-90

5-Pass. Broug.	$2,195	7-Pass. Sedan	$2,765
4-Pass. Landa	2,295	5-Pass. Sedan	2,890
5-Pass. Sedan	2,465		

ERSKINE—6-cyl. 107 W. B.

Tourer	$935	Custom Coupe	$985
Business Coupe	935	Custom Sedan	985

ESSEX—110½ W. B.

Coach	$725	Sedan, C. seats	$785
Coupe	735	Sedan, B. seats	795
4-Pass. Speedster	750		

FLINT JUNIOR—L-18. 110 W. B.

5 Coach	$960	5 De L Coach	$1,075

FLINT—6-cyl. Model B-60. 115 W. B.

5 Touring	$1,260	5 Sedan	$1,495
5 Brougham	1,450	4-pas. Spt. Rdr	1,495
Roadstr Coupe	1,495		

FLINT—6-cyl. Model E-80. 120 W. B.

5 Touring	$1,450	4 Coupe	$1,850
4 Roadster	1,645	5 Sedan	1,925
5 Sport Tour.	1,645	7 Sedan	2,125

FORD—4-cyl. Model T. 100 W. B.

2 Roadster	$360	Tudor Sedan	$495
5 Touring	380	Fordor Sedan	545
Coupe	485		

FRANKLIN—6-cyl. Model 11B. 119 W.B.

3 Coupe	$2,490	Oxford Sedan	$2,815
5 Rum. Coupe	2,565	Sedan Aux Sts.	2,840
5 Touring	2,635	5 Sport Sedan	2,910
2 Roadster	2,690	7 E-D Limous.	2,940
4-Pas. Victoria	2,740	4 Tand. Sport	3,150
5 Sedan	2,790	7 Cabriolet	4,400

GARDNER—6-cyl. 118 W. B.

5 A.C. Ph'ton	$1,395	Imp. Sedan	$1,695
4 Roadster	1,395	Vic. Brougham	1,695
5 Brougham	1,645	Land. Rdstr	1,695

GARDNER—Series 80. 122 W. B.

3-5 Roadster	$1,295	4-P. S. Coupe	1,695
5 Sedan	1,695		

GARDNER—Series 80. De Luxe.

3-5 Roadster	$1,495	4-P. S. Coupe	$1,795
5 Sedan	1,795		

GARDNER—Series 90. 130 W. B.

3-5 Roadster	$1,995	5 Victoria	$2,295
5 Sedan	2,295	5 Brougham	2,295

HUDSON—127⅜ W. B.

Coach	$1,285	5-Pass. Sedan	$1,750
Sedan	1,385	7-Pass. Sedan	1,850
Brougham	1,575		

HUPMOBILE—6-cyl. 114 W. B.

5 Touring	$1,325	5 Sedan	$1,385
2 Pass. Coupe	1,325	5 Brougham	1,385

HUPMOBILE—8-cyl. Model E. 125 W.B.

5 Touring	$1,945	5 Sedan	$2,345
2 Coupe	2,345	5-Pas. Victoria	2,345
4 Roadster	2,045	5 Berline	2,445
7 Touring	2,045	7 Sedan	2,495
5-p. 2-dr. Bm.	2,245		

JORDAN—8-cyl. 125½ W. B.

4 Victoria	$2,495	5 Sedan	$2,495

JORDAN—8-cyl. 116 W. B.

4 P.B. Rdstr.	$1,845	5 Sedan	$1,945
4 P. Victoria	1,945		

KISSEL—6-55. 124 W. B.

5 Phaeton	$1,685	4 Speedster	$1,895
2-Dr. Broug'm	1,695	4 Tourster	1,895
7 Touring	1,785	5-B. S. Speedsr	2,095
2-Dr. Bro. (S.)	1,795	7 New Sedan	2,295
5-Pass. Sedan	1,895	5 Brougham	2,295
Coupe Roadsr	1,895		

KISSEL—8-65. 125 W. B.

5 Phaeton	$1,885	4 Coupe Road	$2,695
2 Brougham	1,895	4 Speedster	2,095
7 Touring	1,985	5 B. S. Speed.	2,295
5 Broug (Spe.)	1,995	A. Y. Broug.	2,495
4 Tourster	2,095	7 Sedan	2,495
4 Br. Sedan	2,095		

KISSEL—8-75. 131 W. B.

5 Phaeton	$2,185	4 C. Roadster	$2,395
5 Brougham	2,195	4 Speedster	2,395
7 Touring	2,285	5 B. S. Speed.	2,595
5 Broug. Spe.)	2,295	A. Y. Broug.	2,795
4 Tourster	2,395	7 Pass. Sedan	2,795
5 Br. Sedan	2,395		

LINCOLN—8-cyl. 136 W. B.

2 Roadster	$4,700	4 Sedan	$5,000
4 Spt. Phaeton	4,700	5 Sedan	5,100
7 Spt. Touring	4,700	7 Sedan	5,300
2 Club Road	4,700	7 Limousine	5,500
4 Coupe	4,800		

LOCOMOBILE—8-66. 124 W. B.

Touring	$1,785	Brougham	$1,895
Sedan	1,895	De L. Broug.	2,555
Roadster	1,895		

LOCOMOBILE—8-80

5 Sedan	$2,850	De L. Sedan	3,065

LOCOMOBILE—6-cyl. "90" 138 W. B.

4 Sportiff	$5,500	5 Sedan	$7,450
4 Roadster	5,900	5 Brougham	7,500
4 Vic. Coupe	6,950	7 E. D. Lim.	7,500
5 Vic. Sedan	7,300	7 Non Coll Cab	7,500

M'FARLAN—8-cyl. 131 W. B.

5 Touring	$2,650	4 Coupe	$3,180
7 Touring	2,750	5 Coach Brom.	3,180
4 Roadster	3,050	5 Sub Sedan	3,180
5 Sedan	3,180	7 Sedan	3,280

M'FARLAN—6-cyl. "T. V." 140 W. B.

4 Spt. Tour	$5,600	5 Brougham	$6,780
7 Touring	5,700	2 Coupe	6,780
4 Roadster	5,800	7 Suburban	6,920
7 Sport Sedan	6,600	7 Limousine	7,110
6 Sedan	6,720	7 Town Car	9,000
7 Tour. Sedan	6,720		

MARMON—8-cyl. 116 W. B.

2-Dr. Sedan	$1,795	2-Pass. Coupe	$1,895
4-Dr. Sedan	1,895	Col. C. Road	1,995
2-Pass. Speed.	1,895	4-Pass. Speed	1,965

MARMON—6-cyl. "75" 136 W. B.

5 Town Coupe	$3,195	2 Coupe Road	$3,565
2 Speedster	3,485	5 Stan. Sedan	3,565
4 Speedster	3,485	7 Cust. Speed.	3,565
5 Phaeton	3,485	7 Stan. Sedan	3,640
4 Victoria	3,485	5 Cust. Sedan	3,960
2 Coupe	3,485	7 Cust. Sedan	4,075
5 Brougham	3,565	7 Cu. Sed. Lim	4,175

MOON—6-60. 110 W. B.

5 Phaeton	$995	Brougham	$1,145
5 Roadster	995	3-Pas. C. Road	1,195
5 Coach	1,045	5 Spt. Broug.	1,195
DeL. Roadster	1,095	5 P. 4-D. Sed.	1,245

NASH LIGHT SIX—6-cyl. 108 W. B.

5 Touring	$865	5-Pass. Sedan	$925
3 Coupe	925	5 Sedan	995

NASH—6-cyl. Advanced. 121 W. B.

5 Touring	$1,340	5 Sedan	$1,525
4 Roadster	1,475	5 Ambasador	2,090

NASH—6-cyl. Advanced. 127 W. B.

7 Touring	$1,490	5 4-Dr. Coupe	$1,990
4 Victoria	1,790	7 Sedan	2,090

NASH SPECIAL—112½ W. B.

5 Touring	$1,135	4 Roadster	$1,225
3 Coupe	1,165	5 4-dr. Sedan	1,315
5 2-dr. Sedan	1,215	Cavalier	1,695

OAKLAND—6-cyl. 113 W. B.

5 Spt. Phaetn.	$1,095	4 Spt. Roadstr.	$1,175
5 Sedan	1,095	5 Sedan	1,195
3 Lan. Coupe	1,125	5 Lan. Sedan	1,295

OLDSMOBILE—6-cyl. 110 13-16 W. B.

5 Touring	$875	5 Sedan	$1,025
2 Pass. Coupe	925	4 Spt. Coupe	1,025
5 Coach	950	5 De L. Sedan	1,125
4 Roadster De L	975	5 De L. Coach	1,050
5 De L Touring	980	Laudaulet	1,190
2 De L. Coupe	990		

Recent price changes are in bold face.

OVERLAND WHIPPET—4-cyl. 100¼ W.B.

Touring	$625	Roadster	$695
Coupe	625	Sedan	725
Coach	625	Laudaulet	755

OVERLAND WHIPPET—6-cyl.

Touring	$765	Roadster	$825
Coach	795	Sedan	875
Coupe	795	Laudaulet	925

PACKARD—6-cyl. 126 W. B.

5 Phaeton	$2,585	4 Coupe	$2,685
5 Sedan	2,585	4 Roadster	2,685

PACKARD—6-cyl. 133 W. B.

5 Club Sedan	$2,725	7 Touring	$2,785
7 Sedan	2,785	7 Sedan Limo	2,885

PACKARD—8-cyl. 136 W. B.

5 Phaeton	$3,750	4 Coupe	$4,750
4 Runabout	3,850	5 Sedan	4,750

PACKARD—8-cyl. 143 W. B.

7 Touring	$3,950	7 Sedan	$5,000
5 Club Sedan	4,890	7 Sedan Limou	5,100

PAIGE—6-45

5-Pass. Tour.	$1,095	5-Pass. Sedan	$1,195
2-Pass. Coupe	1,095	4-P. C. Road	1,295
5-Pass. Broug.	1,095		

PAIGE—6-65

5 Lan. Broug.	$1,395	4-Pass. Road	$1,495
5-Pass. Sedan	1,495		

PAIGE—6-75

7-Pass. Tour.	$1,655	4-P. C. Road	$1,995
5-Pass. Sedan	1,695	4-Pass. Coupe	1,995
7-Pass. Sedan	1,995	7-Pass. Limou	2,145

PAIGE—8-85

7-Pass. Tour.	$2,295	4-Pass. Coupe	$2,655
5-Pass. Sedan	2,355	7-Pass. Sedan	2,655
4-P. C. Road	2,655	7-Pass. Limou	2,795

PEERLESS—6-cyl. "80." 116 W. B.

5 Touring	$1,395	5 Sedan	$1,595
4 Coupe Road	1,565	5 De L. Sedan	1,795
5 2-dr. Sedan	1,545		

PEERLESS—6-cyl. "90." 120 W. B.

3 Road. Coupe	$1,725	5 Spt. Sedan	$1,895
5 Sedan	1,895	5 Landaulet	1,995
4 Roadster	1,895		

PEERLESS—6-cyl. "72." 126½ W. B.

5 Touring	$1,895	5 Sedan	$2,395
5 Coupe	2,295		

PEERLESS—8-cyl. "69." 133½ W. B.

5 Stan. Coupe	$2,795	5 De L. Sedan	$3,495
5 Stan. Sedan	2,895	7 DeL. S. Sed.	3,595
4 Roadster	2,995	7 De L. Limou	3,795
7 Stan. Sedan	3,095		

PIERCE-ARROW—6-cyl. "80." 130 W. B.

2 Roadster	$2,895	7 4-dr. Coach	$3,350
7 Phaeton	2,895	Lim. Coach	3,450
5 Coach	2,995	4 Coupe	3,695
4 Touring	3,095	5 Sedan	3,895
2 Coupe	3,100	7 Sedan	3,995
5 4-dr. Coach	3,250	7 Enc. Lim.	4,045

PIERCE-ARROW—6-cyl. "36."

7 E. D. Lim.	$5,875	Coupe-Sedan	$6,375
7 Sedan	5,875	4 Vest. Sedan	6,375
Runabout	5,875	4 4-dr. Sedan	6,375
4 Touring	5,875	4 Sed. Landau	6,600
7 Touring	5,875	4 E. D. Land.	6,600
7 E. D. Land.	6,000	French Limo.	7,500
7 Sed. Landau	6,000	French Landau	8,000
3 Coupe	6,375		

PONTIAC—6-cyl. 110 W. B.

5 Coach	$825	4 De L. Coupe	$970
2 Coupe	825	5 De L. Sedan	970
5 Land. Sedan	895		

REO—6-cyl. 121 W. B.

5 Brougham	$1,595	5 Sedan	1,845
2 Spt. Coupe	1,625	4 Victoria	$1,845
3 Roadster	1,665		

RICKENBACKER—6-70. 118½ W. B.

5 Sedan	$1,595	Brougham	Vic. $1,645

RICKENBACKER—8-80. 119½ W. B.

5 Sedan	$1,795	Brougham	Vic. $1,845

RICKENBACKER—8-90. 136 W. B.

5 Sedan	$2,595	7 Berlin	$2,895
5 Victoria	2,645	5-Pass. Sedan	3,595
7 Sedan	2,695	5 Victoria	3,595

ROAMER—Special 8-88. 126 W. B.

5 Sedan	$1,985	2-4 Spt. Road.	1,985
4 Club Sedan	1,985	2 Coupe	1,985

ROAMER—8-cyl. "88."

7 Touring	$2,385	2 Speedster	$2,885
5 Spt Touring	2,525	7 Sedan	3,285
5 Brougham	2,785	5 DeL Sedan	3,285

ROAMER—6-cyl. "50."

2 Roadster	$1,395	5 Sedan	$1,895
4 Spt Touring	1,350	2 Spt. Roadster	1,495
2 B. M. Coupe	1,395	5 DeL Sedan	1,595

STAR—4-cyl. 103 W. B.

5 Touring	$550	5 2-Dr. Coach	$675
2 Roadster	550	5 Sedan	765
4 Coupe	650		

STAR—6-cyl. 107 W. B.

5 Touring	$725	Sedan	$925
4 Coupe	795	5 Landau. Sedan	975
Coach	845	Sport Coupe	975
4 Spt. Roadster	885		

STEARNS-KNIGHT—6-85. 137 W. B.

Roadster	$3,850	5-P. S. Sedan	$4,350
Touring	3,850	7-P. S. Sedan	4,450
Cab. Roadster	4,250	5 Limousine	4,550
Coupe	4,250	7 Limousine	4,650

STEARNS-KNIGHT—6-85. 137 W. B.

2-Pass R'str.	$3,250	7 Sedan	$3,550
4-Pass. S. Tour	3,250	2 Cab. Roads'tr	3,550
4-Pass. Coupe	3,350	5-P. S. S. Lim.	3,550
5 Stan. Sedan	3,350	5 P. C. S. Lim.	3,550
5 Cust. Sedan	3,350	7-P. Sedan Lim	3,750

STUDEBAKER—Standard Six. 113 W. B.

3 Dup. Road.	$1,125	2 C. C. Coupe	$1,260
5 Dup. Phaetn	1,145	4 Cust. Vict.	1,325
5 Coach	1,195	5 Cust. Sedan	1,385
3 Spt. Roadstr	1,215		

STUDEBAKER—Special Six. 120 W. B.

5 Dup. Phaet.	$1,445	5 Brougham	$1,695
5 Coach	1,445		

STUDEBAKER—Big Six 120 W. B.

P-P. C. Coupe	$1,445	4 Spt. Roadstr.	$1,645
3 Dup. Road.	1,495	Cust. Victoria	1,725
5 Spt. Phaetn.	1,575	5 Cust. Broug.	1,785

STUDEBAKER—Big Six. 127 W. B.

7 Dup. Phaet.	$1,875	7 President	$2,245
5 Coupe	2,145	7 Sedan	2,245
5 Brougham	2,195	7 Berline	$2,325

STUTZ—8-cyl. 131 W. B.

2 Speedster	$3,150	5 Vic. Coupe	$3,175
4 Speedster	3,160	5 Sedan	3,195
2 Coupe	3,165	5 Brougham	3,195

STUTZ—8-cyl. 145 W. B.

7 Sedan	$3,685	7 Limousine	$3,785

VELIE—6-50. 112 W. B.

4-dr. Sedan	$1,045	3-Pass Coupe	$1,265

VELIE—6-60. 118 W. B.

5 C. Phaeton	$1,450	5 Brougham	$1,425
5 New Sedan	1,450	5 Royal Sedan	1,785
4 Cl. Roadster	1,495	5 De L. Sedan	2,050
3 Coupe	1,450		

WILLS-STE. CLAIRE—T-6. 127 W. B.

4 Roadster	$2,700	7 Sedan	$3,250
4 G.G. Trav.	2,700	7 Enc. Dr.Limo	3,350
5 St. Sedan	3,150	4 Cab. Roadster	3,350
5 Spec. Sedan	3,150		

WILLS-STE.CLAIRE—B-68 8-cyl 127 W.B.

Phaeton	$2,900	7 Sedan	$3,200
5 Sedan	3,100		

WILLS-STE.CLAIRE—C-68 8-cyl 127 W.B.

Roadster	$2,900	Sedan	$3,200
G. G. Traveler	2,900		

WILLS-STE.CLAIRE—D-68 8-cyl 127 W.B.

5 G.G. Trav.	$3,000	7 Sedan	$3,550
4 Roadster	3,000	4 Cab. Roadstr	3,550
5 Std. Sedan	3,450	7 Enc. Dr. Lim.	3,650
Special Sedan	3,450	5 Brougham	4,050

WILLYS-KNIGHT—6-70. 113¼ W. B.

5 Touring	$1,295	Cab. Coupe	$1,395
2 Coupe	1,295	5 Sedan	1,495
Roadster	1,350		

WILLYS-KNIGHT—6-cyl. 126 W. B.

Touring	$1,850	Foursome	$2,295
Roadster	1,950	Sedan	2,295
Cab. Coupe	2,295		

25 YEARS OF VALUE

—built into the Davis "Silver Anniversary" Line

HERE is the supreme effort of Davis history! Here's a quarter of a century of value, of serviceability, of solid quality!

Davis is celebrating its 25 years of success by giving the public greater value for every dollar—by sharing profits with Davis owners.

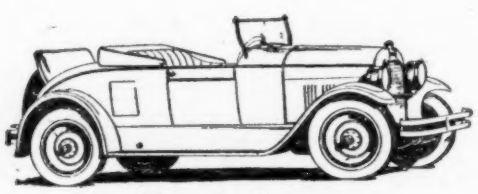
Here's a line of motor cars that could have been produced only by a concern with such long and successful experience.

Smart, graceful, luxurious models—a sedan, a coupe and a roadster—with a world of power, dazzling speed, smooth control—just the kind of cars you like to sell. They answer every requirement of the most discriminating purchaser.

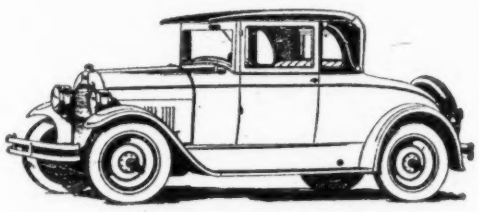
Continental motor, Delco ignition, Ross steering, Warner transmission, Borg & Beck clutch, Timken bearings, Lockheed 4-wheel brakes, Duco—and innumerable other features of established superiority.

This Davis "Silver Anniversary" Line offers you an exceptional sales opportunity. See the cars at the Chicago Show—then let's talk it over.

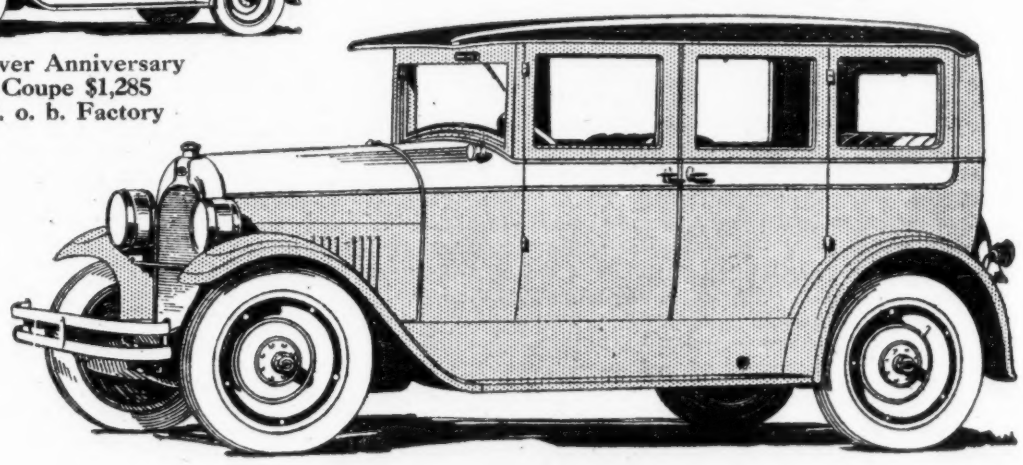
THE GEORGE W. DAVIS MOTOR CAR COMPANY
Richmond, Indiana



Silver Anniversary
Roadster $1,245
f. o. b. Factory



Silver Anniversary
Coupe $1,285
f. o. b. Factory



Silver Anniversary
Sedan
$1,285
f. o. b. Factory

Davis 1927 Dealer Franchise will be of interest to you!

DAVIS

Write for information at once!

Peerless Cars Have Unusual Price Range

Chicago, Jan. 29.—Many visitors to the National Automobile Show are simply astounded when, stopping at the exhibit of the Peerless Motor Car Corporation, they learn that the company's products fill the wide price range from $1,395 to $3,795.

E. Ver Linden, Pres.

They wonder even more when, looking closely at the various models, they find evidence that however variously appointed, all of these cars are designed with exceeding care and skill.

A great deal of attention goes, of course, to the Six-90, just recently introduced to the public. This moderately priced series is built on a 120-inch wheelbase, with an engine designed for quick pickup in city traffic. Bodies are very attractive—including two sedans, a roadster, a roadster-coupe and a landaulet—and have obviously been designed to assure great riding ease.

An idea of the elaborate equipment on the Six-90 may be gathered from a list of just a few items included in it: Winterfront, air cleaner, gasoline filter, Purolator, V-V windshield, balloon tires.

Further details about the Peerless exhibit will appear in one of the early issues of Automotive Daily News.

WILLYS, ON TOUR, STILL OPTIMISTIC OVER 1927

Memphis, Tenn., Jan. 29.—Pessimistic predictions in regard to continued high sales of automobiles in 1927 do not conform with the ideas of John N. Willys, president of the Willys-Overland Company, expressed at the Buurt Overland Motor Company, where Mr. Willys conferred with W. T. Buurt and Noble Bruce, of that company.

This was the first visit Mr. Willys has paid to Memphis in seventeen years, he said. The Buurt Overland Motor Company here is a large unit in the Willys-Overland organization and Mr. Willys wished to familiarize himself with conditions in this territory. The Memphis dealership is distributor for west Tennessee, northern Mississippi, and eastern Arkansas.

Columbus, O., Jan. 29 (U. T. P. S.).—The Columbus Automobile Club, at its annual meeting, adopted a resolution opposing any increase in the gasoline tax rate in Ohio.

PONTIAC

is a General Motors car and therefore may be purchased on the

GMAC PLAN

The GMAC Plan is a means for purchase out of income on a sound credit basis and at low cost. It is operated by the General Motors Acceptance Corporation, a member of the General Motors family, and is available through General Motors dealers only. The Plan may be used in the purchase of CHEVROLET, PONTIAC, OLDSMOBILE, OAKLAND, BUICK and CADILLAC. Also Frigidaire Electric Refrigerators.

Men You Will Meet at the 27th Annual Show

And Where to Find Them—Complete Directory of Automobile and Accessory Company Representatives at the Chicago Automobile Show—Their Hotel Headquarters and Their Permanent Addresses

PASSENGER CARS

AUBURN AUTOMOBILE COMPANY, Auburn, Ind. **Space 38.** At the **BLACKSTONE:** E. L. Cord, pres.; R. H. Faulkner, vice-pres.; N. E. McDarby, sales mgr.; P. A. Watson, supt.; J. M. Crawford, chief eng.; H. D. Dunn, dir. of purchases; R. S. Wiley, exp. mgr., H. G. Hersh, adv mgr.; D. H. Hollowell, spec. repr.; R. Dwight, body engr.; E. O. Penry, asst. supt.; V. C. Clark, serv. mgr.; H. W. Alton, F. W. Burnside, G. E. Lyons, W. F. Van Pelt, R. E. Parker, O. T. Shelton, F. R. Meehan and C. A. Clark, dist. repr.

* * *

BUICK MOTOR COMPANY, Flint, Mich. **Space 22.** At **CALUMET AND 22D STREETS, CHICAGO:** E. T. Strong, pres. and gen. mgr.; C. W. Churchill, gen. sales mgr.; Cady B. Durham, vice-pres. and asst. gen. mgr.; H. J. Mallery, vice-pres. and comptroller; E. A. De Waters, chief eng.; F. A. Bower, asst. chief eng.; A. W. Chase, chief body eng.; Kingston Forbes, asst. body eng.

* * *

CADILLAC MOTOR CAR COMPANY, Detroit, Mich. **Spaces 2 and 20.** At the **DRAKE:** L. P. Fisher, pres.; L. McNaughton, vice-pres.; E. W. Seaholm, chief eng. At the **BLACKSTONE:** H. M. Stephens, gen. sales mgr.; A. E. Widman, works manager; S. O. Van Arsdale, comptroller; D. F. Hulgrave, mgr. of purchases; W. W. Lewis, asst. gen. sales manager; J. W. Dunnivan, asst. gen. sales manager; R. L. Newton, territorial manager; J. A. Grier, distribution manager; N. Dryestadt, manager of service; E. C. Garland, ser. engineer; T. W. Holloway, field supt.; W. A. Howser, service; W. M. Warner, mgr. parts div.; H. H. Batcheller, mgr. sales development; E. F. Korff, chassis demonstrator; D. M. Kendall, chassis demonstrator; E. D. Merrill, mgr. sales ser.; F. T. Ellis, supt. of mfg.; C. H. Cline, mgr. of production; George Remford; R. C. Smith, supt. of inspection; W. E. Wilber, mechanical engineer; W. R. Strickland, asst. chief eng.; H. H. Gilbert, research eng.; W. N. Davis, body eng.; G. E. Parker, chassis engineer; Harley Earl, consulting eng.; G. T. Carroll, Jr.; dist. manager; F. D. Akers, dist. mgr.; W. T. Taylor, dist. mgr.; P. T. Allen, dist. mgr.; E. S. Upson, dist. mgr.; C. S. Cunningham, ser. repr.; W. L. Elder, ser. repr.; Frank Mason, ser. repr.

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CHANDLER-CLEVELAND MOTORS CORP., Cleveland, O. **Space 25.** Sid Black, gen. sales mgr.; Harrison Goldsmith, Southern sales mgr.; R. B. Nettleton, Western sales mgr.; H. L. Hubbard and O. G. Pyler, sales dept.

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CHEVROLET MOTOR COMPANY, Detroit. **Space 29.** At the **DRAKE:** W. S. Knudsen, pres.; R. H. Grant, vice-pres. and gen. sales manager; C. F. Barth, vice-pres. in charge of production; C. E. Dawson, H. J. Klinger. At the **PALMER HOUSE:** A. W. L. Gilpin, asst. gen. sales mgr.; J. P. Little, parts and service mgr.; R. K. White, sales promotion manager; J. E. Grimm, adv. mgr.; W. A. Bless, O. E. Hunt, chief eng.; W. C. Williams; D. P. O'Keefe, pur. agt.; E. W. Fuhr, M. D. Douglas, A. F. Young, L. E. Cooper, F. N. Coats and D. E. Ralston, regional mgrs.

* * *

CHRYSLER SALES CORPORATION, Detroit, Mich. **Space 23.** At the **CONGRESS:** W. Ledyard Mitchell, vice-pres. and con. mgr.; K. T. Keller, in ch. mfg.; R. E. Hutchinson, vice-pres. and treas.; Fred M. Zeder, vice-pres. in ch. of eng.; J. E. Fields, vice-pres. in ch. of sales; John McArdle, asst. to vice-pres. in ch. sales; E. B. Wilson, dir. of sales; H. T. Myers, dir. of sales; S. W. Munroe, asst. dir. sales; John Squires, dir. of ser.; E. C. Morse, dir. of exp. sales; C. A. Snyder, adv.; John Scoville, statistician; Lee H. Hanson, sales; R. C. Reichel, ser. mgr.; J. L. Kenyon, ser.

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GEORGE W. DAVIS MOTOR CAR COMPANY, Richmond, Ind. **Space 34.** At the **PALMER HOUSE:** George W. Davis, pres.; Walter C. Davis, sec. and treas.; Scott A. Lewis, vice-pres.; Lee H. Hazard, pur. agt.; John Williams, supt.; C. C. Davis, W. G. Craig and S. R. Jones, rep.

* * *

DODGE BROTHERS, INC., Detroit, Mich. **Space 28.** At the **BLACKSTONE:** John R. Lee, gen. sales mgr.; W. M. Purves, asst. gen. sales mgr.; H. J. New, asst. gen. sales mgr.; F. R. Valpey, asst. gen. sales mgr.; H. J. Koch, dir. of advertising; H. A. Kaufmann, dir. of special equipment; Geo. B. Allen, eng. dept.; C. B. Russell, ser. eng.; Nate Navarre, ser. dept.; J. D. McCrimmon, ser. dept.; W. R. Hellman, dir. com. car and truck sales; A. H. Ferrandon, Graham Bros. sales; R. L. Biggers, Graham Bros. sales; J. W. Hutchins, dir. used car sales; W. J. Case, dir. distrib.; E. S. Van Dalson, asst. fac. mgr.

* * *

DURANT MOTORS, INC., New York N. Y. At the **BLACKSTONE:** Colin Campbell, vice-pres.; G. F. Lord, gen. sales mgr. Star Car Div.: A. Van Der Zee, reg. mgr. Elizabeth, N. J.; T. E. Jarrard, reg. mgr. Lansing, Mich.; E. D. Knowles, reg. mgr. Denver, Colo.; B. A. Rupprecht, reg. mgr. Cincinnati, O.

ELCAR MOTOR COMPANY, Elkhart, Ind. **Space 35.** At the **PALMER HOUSE:** F. B. Sears, pres.; W. H. Patterson, vice-pres.; A. M. Graffis, chief eng.; R. A. Rawson, sales mgr.; W. H. Denison, treas.; N. O. Gilbert and D. R. Shelton, dist. mgr.

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ERSKINE (Studebaker Corp. of America, South Bend, Ind.) **Space 3.** See Studebaker Corporation of America.

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ESSEX (Hudson Motor Car Company, Detroit, Mich.) **Space 24.** See Hudson Motor Car Co.

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FLINT DIVISION, Durant Motors, Inc., Flint, Mich. **Space 13.**

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H. H. FRANKLIN MFG. COMPANY, Syracuse, N. Y. **Space 14.** At the **DRAKE:** Ralph Murphy, fac. mgr.; J. W. Lee, Jr., merchandising mgr.; S. E. Ackerman, sales manager; L. B. Benham, asst. sales manager; F. J. Leyerle, ser. mgr.; L. R. Hodge, asst. ser. manager; K. C. Haven, custom body dept.; A. M. Taylor, adv. manager; J. Hines, adv. dept.; E. S. Marks, chief engr.; W. H. Emond, body engr.; F. J. deCausse, body designer; B. H. Gilpin, quality dept.

* * *

GARDNER MOTOR COMPANY, INC., St. Louis, Mo. **Space 8.** At the **CONGRESS:** R. E. Gardner, Jr., pres.; Fred W. Gardner, exec. vice-pres.; L. C. Freeman, vice-pres. in ch. of eng.; Col. Halsey Dunwoody, vice-pres. in ch. of sales; I. W. Sleyster, asst. sales mgr.; Helm Walker, Chicago br. mgr.; Howard Shelton and P. W. Tutt, reg. mgr.

* * *

HUDSON MOTOR CAR COMPANY, Detroit, Mich. **Space 27.** At the **BLACKSTONE:** O. H. McCornack, vice-pres.; R. T. Romine, sales mgr.; J. S. Draper, mgr. of territories; W. A. James, adv. mgr.; Courtney Johnson, mgr. of distribution; Irving Segwalt, asst. mgr. of dists.; H. G. Moock, mgr. sales promotion; J. E. McLarty, ser. mgr.; P. F. Nash, mgr. car distribution; A. J. Eldred, pub. mgr.; J. H. Rees, export mgr.; R. F. Draper, A. C. Germann, Harvey Hicks and G. D. Hutson, sales repr.; S. Frame, Paul Jones, R. C. Somerville, and Roy Wells, service repr.

* * *

HUPP MOTOR CAR CORPORATION, Detroit, Mich. **Space 32.** At the **BLACKSTONE:** C. D. Hastings, ch. of board of dir.; Dubois Young, pres.; A. von Schlegell, vice-pres.; R. S. Cole, gen. sales mgr.; Frederick Dickinson, adv. mgr.; F. E. Watts, chief eng.; C. E. Salisbury, ser. mgr.; W. Graham, fac. mgr.; F. B. Sides, exp. mgr.; H. E. Rose, sales promotion mgr.; J. I. Phillips, asst. sales mgr.; G. A. Gastineau, asst. ser. mgr.; F. W. Munro, asst. adv. mgr.; A. J. Neerken, asst. chief eng.; H. R. Roberts, G. H. Wright, F. D. Peabody, Geo. A. Clark, C. H. Turner and L. M. Kauffelt, dist. sales mgrs.

* * *

JORDAN MOTOR CAR COMPANY, Inc., Cleveland, O. **Space 15.** At the **PALMER HOUSE:** Edward S. Jordan, W. B. Riley, P. Zens, R. H. Begg, J. Fewsmith, R. A. O'Reilly, E. A. Thilenius, C. M. Welch, F. Thomas.

* * *

KISSEL MOTOR CAR COMPANY, Hartford, Wis. **Space 4.** At the **BLACKSTONE:** G. A. Kissel, pres.; W. L. Kissel, sec.; S. C. Frey, gen. sales mgr.

LOCOMOBILE COMPANY OF AMERICA, Bridgeport, Conn. **Space 40.** At the **DRAKE:** George E. Daniels, vice-pres. and gen. mgr.; George C. Tenney, asst. to the vice-pres.; A. K. Rapelje, Chicago office.

* * *

McFARLAN MOTOR CORPORATION, Connersville, Ind. **Space 1.** At the **BLACKSTONE:** B. M. Barrows, P. T. Barrows, R. B. Belknap, R. F. Oliger.

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MARMON MOTOR CAR COMPANY, Indianapolis, Ind. **Space 11.** At the **BLACKSTONE:** G. M. Williams, pres.; H. C. Marmon, vice-pres.; Hal J. Purdy, vice-pres.; A. R. Heiskell, vice-pres.; C. J. Sherer, treas.; H. H. Brooks, gen. sales dir.; Thomas J. Little, Jr., chief eng.; J. A. Bohannon, pur. agt.; A. J. Rogers, asst. of the vice-pres.; William T. Young, Jr., pro. sales mgr.; Miller Hamilton, dir. of pub.; Ottis Lucas, sales mgr., East-West division; H. W. D. Brown, sales mgr.; Central-Southern; Frank Hambly, export mgr.; O. A. Hoffman, education director.

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MOON MOTOR CAR COMPANY, St. Louis, Mo. **Space 33.** Stewart McDonald, pres.; C. W. Burst, vice-pres.; F. H. Rengers, sales manager, Chicago; Hiram Neuwoehner, asst. gen. sales manager; Harry L. Ford, pub. mgr.; G. H. Kublin, chief engr.; H. C. Wendt, body engr.; A. H. Rederer, dist. sales mgr.; V. K. Gaston, sales repr.; J. A. Regh, asst. mgr.

* * *

NASH MOTORS COMPANY, Kenosha, Wis. **Space 26.** At the **CONGRESS:** M. H. Pettit, E. H. McCarty, C. H. Bliss, E. L. Smith, E. J. Travers, R. J. Snowhook.

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OAKLAND MOTOR CAR COMPANY, Pontiac, Mich. **Space 2 and 42.** At the **PALMER HOUSE:** E. M. Lubeck, Chicago dist. mgr.; A. J. Burt, G. L. Brush, M. J. Clay, C. E. De Bolt, D. T. Jackson, A. E. Kennedy, J. H. MacLane, H. R. Morgan, F. M. McHenry, D. O. Raffo, L. F. Ryder, S. G. Turner, J. D. Browning, O. E. Pattison, H. S. Stapleford, field repr.; G. A. Hitchcock, spec. repr.; Jay Deady, ser. repr.

* * *

OLDS MOTOR WORKS, Lansing, Mich. **Space 16.** At the **CONGRESS:** Irving J. Reuter, pres. and gen. mgr.; D. S. Eddins, vice-pres. and gen. sales mgr.; E. E. Eby, asst. to the pres.; H. S. Wier, asst. gen. sales mgr.; W. F. Armstrong, pro. mgr.; H. C. M. Sievens, chief eng.; R. M. W. Shaw, adv. mgr.; Don Prentiss, sales pro. mgr.; J. J. Carter, fac. mgr.; Benjamin Jerome, eng.; J. T. Collins, office of the gen. sales mgr.; E. E. Glenny, pro. mgr.; R. M. Hatfield, ser. mgr.; E. J. McMullen, chassis lecturer; Joan Peters, chassis lecturer; E. J. Shassberger, R. F. Griffin, dist. mgr.; Frank Ackerman, sales dept.

* * *

PACKARD MOTOR CAR COMPANY, Detroit. **Space 19.** At the **BLACKSTONE:** Alvan Macauley, pres. and gen. mgr.; H. H. Hills, vice-pres. of distribution; M. A. Cudlip, sec.; R. E. Chamberlain, gen. sales mgr.; J. W. Loranger, dist. mgr.; H. F. Olmsted, pub. dir.; H. N. Davock, tech. service mgr.; J. D. Wilson, accessories mgr.; R. W. Potter, custom body dept.; R. W. Carson, S. P. Rockwell and P. V. Wishart, dist. mgrs.; J. A. Gilray, sales educational dir.

PAIGE-DETROIT MOTOR CAR COMPANY, Detroit, Mich. **Space 17.** At the **BLACKSTONE:** Harry M. Jewett, pres.; W. A. Wheeler, vice-pres. and gen. mgr.; Henry Krohn, vice-pres. sales div.; C. B. Gaunt, sales mgr.; W. K. Towers, adv. mgr.; S. A. Jamieson, gen. ser. supervisor.

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PEERLESS MOTOR CAR CORPORATION, Cleveland, O. **Space 12.** At the **CONGRESS:** Edw. Ver Linden, pres.; Leon R. German, vice-pres.; Charles A. Tucker, sales mgr.; Frederick A. Van Fleet, adv. mgr.; Fred. W. Slack, chief engineer; N. W. Barton, asst. sales mgr.; Lawrence G. Peez, Cleveland br. mgr.; Harry Walters, sales dept.; F. A. Trester.

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PIERCE-ARROW MOTOR CAR CO., Buffalo, N. Y. **Space 10.** At the **DRAKE:** M. E. Forbes, pres.; L. E. Corcoran, gen. sales mgr.; J. F. Guider, works mgr.; S. O. Fellows, treas.; C. L. Sheppy, chief eng.; T. J. O'Rourke, pass. car sales mgr.; J. M. Dundon, asst. works mgr.; W. M. Baldwin, adv. mgr.; O. E. McCarthy, asst. gen. sales mgr.; F. J. Wells, ser. mgr.; J. R. Way, body eng.; L. H. Velde, dist. repr.

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PONTIAC (Oakland Motor Car Co., Pontiac, Mich.) **Spaces 21 and 42.**

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REO MOTOR CAR COMPANY, Lansing, Mich. **Space 37.** At the **CONGRESS:** R. E. Olds, ch. of the bd.; R. H. Scott, pres. and gen. mgr.; D. E. Bates, sec. and treas.; G. E. Smith, pur. mgr.; H. T. Thomas, chief engr.; H. C. Teel, fac. mgr.; C. A. Triphagen, sales mgr.; C. E. Eldridge, asst. sales mgr.; H. T. DeHart, adv. mgr.; F. Segardi, passenger car engr.; C. F. Magoffin, com. car engr.; W. C. Parker, mgr. bus div.; E. J. Poxson, speed wagon div.; D. C. Streeter, ser. and parts div.; W. B. Gillett, zone mgr.; L. E. Chapman, credit mgr.

* * *

RICKENBACKER MOTOR COMPANY, Detroit, Mich. **Space 36.** At the **BLACKSTONE:** R. F. Everitt, pres.; C. M. Tichenor, vice-pres. and gen. mgr.; H. L. Winter, sales mgr.; W. A. Matthew, asst. sales mgr.; E. R. Evans, chief eng.

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ROAMER MOTOR CAR COMPANY, Kalamazoo, Mich. **Space 45.**

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STAR DIVISION, Durant Motors, Inc., Elizabeth, N. J. **Space 30.**

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F. B. STEARNS COMPANY, Cleveland, O. **Space 6.** At the **DRAKE:** H. J. Leonard, pres.; F. T. Larson, sales mgr.; O. T. Lawson, production mgr.; W. E. England, eng.; B. F. Schooler, cen. zone mgr.; K. L. Day, west. zone mgr.

* * *

STUDEBAKER CORP. OF AMERICA, South Bend, Ind. **Space 31.** At the **BLACKSTONE:** A. R. Erskine, pres.; P. G. Hoffman, vice-pres.; H. S. Vance, vice-pres.; N. R. Feltes, treas.; A. G. Rumpf, sec.; H. E. Dalton, gen. aud.; A. J. Chanter, asst. to pres.; J. M. Cleary, sales mgr.; K. A. Metzerott, asst. sales mgr.; L. Williams, bus. mgr. sales dept.; H. S. Welch, mgr. export sales; C. C. Nethercutt, asst. mgr. export sales; D. R. Grossmann, sales mgr. Studebaker, Canada; M. F. Rigby, adv. mgr.; C. H. Wondries, mgr. com. car div.; D. O. Wilson, serv. mgr.; C. L. Bockus, gen. prod. mgr.; R. E. Baus, asst. gen. prod. mgr.; B. H. Warner, C. Pretz and E. B. Mackie, prod. mgrs.; F. A. Wade, gen. pur. agt.; D. G. Roos, asst. chief engr.; K. M. Wise, exec. eng.; L. A. Chaminade, exec. engr.; W. S. James, research engr.; Ralph De Palma, consulting engr.; L. H. Bourgon, body engr.; C. W. Link, asst. body engr.; C. C. Newcomb, engr.; J. R. Roche, M. F. Williamson, Blackburn Sims, Rockwell Stephens, Morgan W. Gibney and Frank Hakewell, adv. counsel; F. J. Scott, vice-pres. I. A. C.; C. E. Pask, asst. vice-pres. I. A. C.; F. S. Vern, A. L. Rienitz and H. E. Jordan, asst. adv. mgrs.; Paul Castner, asst. mgr. com. car div.; E. L. Hoyt, car order mgr.; H. C. Dart, sales research; F. J. Rooney, asst vice-pres. I. A. C.; D. P. Dinwoodie, asst. vice-pres. I. A. C.; W. F. Gleason, spec. rep. I. A. C.

* * *

STUTZ MOTOR CAR COMPANY OF AMERICA, Indianapolis, Ind. **Space 39.** At the **BLACKSTONE:** F. E. Moskovics, pres.; E. S. Gorrell, vice-pres.; C. A. Campbell, sales development mgr.; C. S. Crawford, chief eng.; Bert Dingley, ser. mgr.; H. L. Clay, sales dept.; A. S. Kroitz, asst. sales mgr.; W. M. Bieling, P. V. Fitzgibbon, pub. mgr.; L. G. De Motte and J. F. Fettig, sales dept.; W. O. Hopkins, J. E. Shultz, W. H. Klett, dist. mgrs.; J. G. Seybold, ser. dept.

* * *

VELIE MOTORS CORP., Moline, Ill. **Space 5.** At the **CONGRESS:** W. L. Velie, pres.; W. L. Velie, Jr., vice-pres.; E. McEwen, gen. mgr.; L. F. Murphy, sales mgr.; F. D. Soper, asst. sales mgr.; L. T. Goble, adv. mgr. Critchfield & Co.: H. C. Snow, chief engr.; C. E. Gustine, ser. mgr.; A. T. Huesing, sec.-treas.; M. H. Romig, adv. mgr.; J. C. Muir, Pittsburgh dist. repr.; C. T. Ziegler, Chicago dist. repr.; J. S.

(Continued on Page 32)

Telephone Directory

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ANNEX CONGRESS, Michigan and Congress. Harrison 380
ATLANTIC, 316 S. Clark St. Wabash 2646
AUDITORIUM, 430 S. Michigan Ave. Harrison 5000
BLACKSTONE, S. Michigan and E. 7th St. Harrison 4300
BOARD OF TRADE HOTEL, 321 S. LaSalle St. Harrison 3964
BREVOORT, 120 W. Madison. Franklin 2363
CHICAGO 22 S. Clark St. Dearborn 4845
CHICAGO AUTOMOBILE CLUB, 221 Plymouth Court. Harrison 3062
CHICAGO BEACH HOTEL, 1600 Hyde Park Blvd. Hyde Park 4000
CONGRESS AND ANNEX, Michigan and Congress. Harrison 3800
COOPER CARLTON, 5307 Hyde Park. Hyde Park 9600
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UNIVERSITY CLUB, 76 E. Monroe. Harrison 7300

Elcar Display at Show Favorably Received; Attracts Car Buyers

CHICAGO, Jan. 29.—Most of the car exhibits at the show are crowded, but there are crowds and crowds—meaning that not all of them are buying crowds.

However, it is safe to say, after just watching visitors on the Elcar location for a little while, that the

F. B. SEARS
President Elcar

crowd the company is getting is of the right sort, and that very likely the firm will be more than satisfied when the results of the show are weighed.

The reason is that the Elcar Motor Car Company this year is not simply selling a car—it is selling an idea. The idea is comfortable riding, engendered by the "Shockless Chassis." This vehicle, built for smooth and comfortable transportation, has incorporated in it Belfax Fabric shackles, Lovejoy hydraulic shock absorbers, Lanchester vibration dampener, rubber insulated motor supports, balanced drive shafts, a body mounted on cork-insulated material, felt padding between framework and steelwork on the body, Nachman upholstering and cushion spring—giving a riding effect which would make a man buy, if he is at all in the market, without bothering to look at other construction details. Those details, however, not only bear looking at very well, but should be looked at to appreciate the value Elcar is offering.

The firm is producing, on its three chassis, ten body styles, as follows:—

Series 6-70	
4-passenger brougham	$1,295
5-passenger sedan	1,395
4-passenger landau	1,475
Series 8-82	
5-passenger brougham	$1,595
5-passenger sedan	1,790
4-passenger landau	1,870
Series 8-90	
5-passenger brougham	$2,195
4-passenger landau	2,295
5-passenger sedan	2,465
7-passenger de luxe sedan	2,765

Without exception, the bodies are well balanced in design, low and executed in pleasing color combinations. The landaus are transformable, almost in an instant, into smart-looking roadsters by folding down the tops. In the 8-90 sedan and landau the carrying of the spare tires on the running boards next to the hood greatly aids the fine appearance.

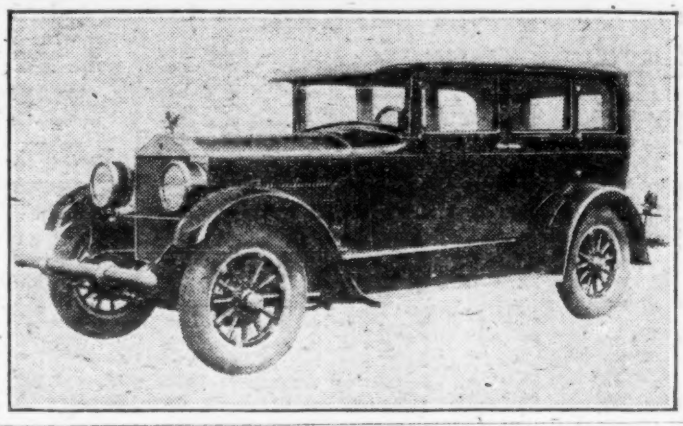
The 6-70 seres has a six cylinder Lycoming L-head engine, 2⅞x 4¾, giving sixty b. h. p., which is suspended in rubber. Pressure feed lubrication, Swan carburetion and Delco-Remy ignition are used. The clutch is a Long single-dry plate type, and the transmission standard design. The front axle is an I-beam section drop forging, the rear axle semi-floating and carried on roller bearings. The wheelbase is 117 inches; semi-elliptic springs are mounted by Belfex shackles.

A Ross cam-and-lever steering gear is used. Lockheed hydraulic brakes and Firestone balloon tires, twin beam head lights with dimmers, transmission lock, Fedco theft protection system, automatic windshield wiper and a full line of instruments are included in the equipment.

In the 8-82 series, the eight-in-line Lycoming L-head engine, 2¾x 4¾, is equipped with Lanchester vibration dampener and suspended in rubber. It develops more than 65 brake horse power. The cooling system has thermostat control. The wheelbase is 123 inches. In other mechanical respects the model resembles the six.

The 8-90 eight-in-line Lycoming engine is 3¼x4½, with more than 75 brake horse power. Lubrication, carburetion and electrical system follow general Elcar practice, as shown in the other models. Safety locks hold the transmission gears in mesh. The pressed steel has 8-inch side members and is rigidly reinforced by tubular and channel cross-members. Axles and brakes are of the same types as in the other cars. Landau and brougham are mounted on 127-inch wheelbase, and the sedans on 134-inch wheelbase.

ELCAR EIGHT-IN-LINE 8-82 SEDAN, one of the most talked-about cars at the Chicago show, is distinguished by the shockless chassis, comprising numerous features that make for smooth and noiseless riding.



1,700 at Chicago Dealers Big Pre-Show Banquet

CHICAGO, Jan. 29.—The Chicago Automobile Trade Association held its annual pre-show banquet here Thursday night, with the largest attendance ever recorded at an automobile banquet in Chicago.

Between 1,650 and 1,700 men crowded every available banquet hall in the Congress Hotel to capacity. They heard some fine speeches after the banquet. Charles Gambill, local Hupmobile dealer and president of the association, acted as toastmaster. He introduced first another local dealer, Lafayette Markle, who is head of the legislative committee.

Alfred Reeves

Mr. Markle told of the work this committee has done toward getting favorable bills passed both in the city and state Assemblies, and of getting the unfavorable ones vetoed. He explained the necessity of the dealer making sure that the car owner gets greatest possible usage out of the car.

The other speakers were Alfred Reeves, general manager of the National Automobile Chamber of Commerce; Neal Adair, of the Motor and Accessory Manufacturers Association, and Ned Jordan, of Jordan Motors. Edward Litsinger, a local dealer, also made a short speech.

Mr. Reeves's speech was of great import. He argued, first, the dealers stop knocking the automobile industry as is oftimes their way, by saying that competition was too keen, and that the coming year would see the battle for survival of the fittest. While it is true that sixteen firms control 80 per cent. of the business, the rest do a business in excess of $600,000,000 a year, which is certainly enough volume to allow room for all.

Mr. Reeves told the dealers not to expect a boom year, but assured them that the year was steady, and all indications pointed toward prosperity.

Gardner's 8-in-Line Displayed at Chicago

Chicago, Jan. 29.—A great deal of favorable comment is heard by visitors to the Automobile Show who look over the exhibit of the Gardner Motor Company, where this firm's series 80 and 90 eight-in-line cars are displayed. These automobiles are low, amply powered and equipped with bodies that have been designed and finished with an eye for beauty.

R. E. Gardner, Jr.

While detailed description for the Gardner exhibit must be deferred for a day or two, mention should be made of the beautiful Series 90 brougham, which is finished in Delaware maroon, with black belt, hood, top and front posts. Heavy gold edging gives prominence to the louvers. The hood sills are Delaware maroon and all other metal parts black.

In the Series 80, the sedan is executed in two-tone Ambatto green with black moldings. Wheels are green with cream stripe. Gardner cars are elaborately equipped, both with such mechanical accessories as air cleaner, fuel filter, oil filter, thermostat heat control, etc., and finely designed lights, hardware, mirrors, Fedco theft protection system and many other features.

OAKLAND

is a General Motors car and therefore may be purchased on the

GMAC PLAN

The GMAC Plan is a means for purchase out of income on a sound credit basis and at low cost. It is operated by the General Motors Acceptance Corporation, a member of the General Motors family, and is available through General Motors dealers only. The Plan may be used in the purchase of CHEVROLET, PONTIAC, OLDSMOBILE, OAKLAND, BUICK and CADILLAC. Also Frigidaire Electric Refrigerators.

Only

GENERAL MOTORS

Could Achieve

Such a Spectacular Success as the famous

PONTIAC SIX

When the Pontiac Six was introduced a year ago it was so new and revolutionary that the public was literally overwhelmed.

Today the Pontiac Six continues to reign supreme. The enthusiatic reception accorded it at the New York, Philadelphia and Detroit shows is being repeated in Chicago, justifying the statement that Pontiac value, *new and unequalled a year ago is still unequalled today.*

And in the same exhibit the Greater Oakland Six is receiving an ovation which is the triumph of its entire history.

If you want to share in Oakland-Pontiac success write for full information regarding the Double-Profit Franchise. Priority of application counts so write Department G today!

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICH.

OAKLAND-PONTIAC

Double-Profit

Franchise

MEN YOU WILL MEET AT THE 27TH ANNUAL SHOW

(Continued from Page 30)

Malchow, Minneapolis dist. repr.; A. J. Kinnear, spec. repr.; Louis Woods, Dallas dist. rep.; J. H. Hansen and H. L. Brink, sales repr.

WILLS SAINTE CLAIRE, INC., Marysville, Mich. **Space 7.** At the **BLACKSTONE:** C. Harold Wills, pres.; A. H. Moorman, vice-pres.; Charles F. Boos, sales mgr.; John H. Caron, adv. mgr.; R. A. Bush, pur. agt.

WILLYS-OVERLAND COMPANY, Toledo, O. **Space 9.** At the **PALMER HOUSE:** L. G. Peed, sales mgr.; O. P. Kilbourn, asst. sales mgr.; R. M. Rowland, sales promotion mgr.; C. J. Rogers, chief supervisor; J. A. Sheldon, works mgr.; A. J. Baker, chief eng.

COMMERCIAL CARS

CHEVROLET MOTOR COMPANY, Detroit, Mich. **Space 46.**

COMMERCIAL TRUCK COMPANY, Philadelphia, Pa. At **800 N. CLARK ST.,** Chicago: E. R. Whitney, pres.; F. E. Whitney, vice-pres.; H. S. Meese, gen. sales mgr.; E. F. Twyman, west. mgr.; R. B. Danley, F. M. Liddle, and M. B. Curtain, Chicago office; E. M. Cashey, Milwaukee office.

JAMES CUNNINGHAM SON & CO., Rochester, N. Y. **Space 52.** At **2341 S. MICHIGAN AVE.,** Chicago: George W. Costello, Charles T. Hoagg, James W. Dunlap, R. M. Johnson, and Kendall Spearing.

FEDERAL MOTOR TRUCK COMPANY, Detroit, Mich. **Space 50.** M. L. Pulcher pres.; R. T. Hodgkins, dir. of sales; J. M. Howard, adv. mgr.; F. P. Soper, sales mgr.; W. Harvey Miller, asst. sales mgr.; G. H. Dow, ser. mgr.; O. E Pederson, Chicago br. mgr.; J. D. Orris, Milwaukee br. mgr.; G. S. Winn, Minneapolis br. mgr.; A. S. Morseman, L. D. Hildebrand and J. S. Billingsley, dist. mgr.

GENERAL MOTORS TRUCK COMPANY, Chicago, Ill. **Space 44.** At the **SHERMAN.** P. H. Geyser, P. L. Emerson, V. G. Phillips, H. C. Bradfield, J. H. Phillips, asst. to vice-pres.; John Nicols, br. mgr.

GOTFREDSON TRUCK CORPORATION, Detroit, Mich. At the **CONGRESS:** Benjamin Gotfredson, pres.; M. H. Coleman, sec.-treas. Truck exhibit, 2255 S. Wabash Ave.

GRAHAM BROTHERS, Detroit, Mich. **Space 48.** At the **BLACKSTONE:** W. R. Heilman.

GRATON & KNIGHT COMPANY, Worcester, Mass. At the **LA SALLE:** Thomas J. Dennison, L. G. Dennison, Robert W. Burgess.

PONTIAC, Oakland Motor Car Company, Pontiac, Mich. **Space 51.**

REPUBLIC MOTOR TRUCK COMPANY, INC., Alma, Mich. At the **CONGRESS:** O. W. Hayes, pres.; J. C. Haggart, Jr., vice-pres.; R. E. DeVogt, asst. gen. sales mgr.; W. P. Hanson, adv. mgr.; H. E. Lersch, fac. br. mgr.

STANDARD MOTOR TRUCK COMPANY, Detroit. At the **CONGRESS:** J. F. Ohmansiek.

STAR, Durant Motors, Inc. 1819 Broadway, New York, N. Y. **Space 49.**

STEWART MOTOR CORPORATION, Buffalo, N. Y. **Space 47.** At the **CONGRESS:** T. R. Lippard, pres.; H. Kelly, gen. sales mgr.; R. G. Hatch, adv. mgr.; H. A. Kingsley, dist. sales mgr.

UNITED STATES MOTOR TRUCK COMPANY, Cincinnati, O. At the **SHERMAN.** R. S. Stewart; C. L. Costello.

AUTOMOTIVE DAILY NEWS

AUTOMOTIVE DAILY NEWS, 25 City Hall Place and 1926 Broadway, New York city. **Space S. H. 2d Fl. 207-208.** At the **PALMER HOUSE:** H. A. Tarantous, Alexander Johnston. Chicago office, 168 North Michigan Ave.; Charles H. Shattuck, Willard Cotton, George M. Slocum, Richard Bacon. Telephone Central 5936.

ACCESSORY EXHIBITORS

A. C. SPARK PLUG COMPANY, Flint, Mich. **Space S. H. 2d Fl. 159 to 177.** At the **CONGRESS:** Albert Champion, pres.; W. S. Isherwood, sales mgr.; Earl McGinnis, adv. mgr.; Prosper Champion, sales dept.; Jack Gray, mgr. Detroit sales office; Frank Nutt, C. W. McKinley, J. Zubaty and H. G. Kamrath, engr.

ADAMS & WESTLAKE, Chicago. **Space Col. Gal. 139.** At **319 West Ontario St.:** C. E. Banta, Thomas A. Galt.

AINSWORTH MFG. COMPANY, Detroit. At the **BLACKSTONE:** Charles H. Ainsworth, R. J. Purdy.

ALLEN AUTO SPECIALTY COMPANY, New York. At **2015 Michigan Ave.:** H. C. Gilman.

ALBERTSON & CO., INC., Sioux City, Ia. **Space N. H. Gal 42.**

AMERICAN BOSCH MAGNETO CORP., Springfield, Mass. At the **CONGRESS:** A. T. Murray, pres.; Morris Metcalf, treas.; A. H. Martsch, gen. sales mgr.; Roy Davey, adv. mgr.; Carl F. Graesser, engr.; Charles L. Shedd, mgr. Chicago branch; Elliott S. Hanson, mgr. Detroit branch; Edward Fraser, Western sales mgr. mfg. trade.

AMERICAN BUCHRAM, WEAVING AND FINISHING COMPANY, Toledo. At the **CONGRESS:** Ralph A. Landers, pres.; Frank De Witt, vice-pres.; Louis D. Stickney, vice-pres.

AMERICAN CHAIN COMPANY, INC., Bridgeport, Conn. **Space Col. Gal. 116-117.** At the **BLACKSTONE:** W. T. Morris, A. D. Williams. At **2-8 LaSalle St.,** Chicago: F. E. Sparks, C. H. Marshall, G. B. Kutz.

ANDERSON MFG. COMPANY, Everett, Mass. At the **CONGRESS:** G. L. Dernier, sales mgr.

AMERICAN SOLVENTS AND CHEMICAL CORP., New York. At **122 S. Michigan Ave.:** E. A. Troxell, div. mgr.

ANTI-STALL, INC., New York, N. Y. **Space S. H. 2nd Fl. 205-206.**

APPLETON ELECTRIC COMPANY, Chicago, Ill. At **170 Wellington Ave.** A. S. Merrill, C. A. Bloom, N. L. Anthon, E. A. Hakanson, A. F. Hakanson, J. T. McHenry, F. W. Wehrheim.

ARROW HEAD STEEL PRODUCTS COMPANY, Minneapolis, Minn. At the **CONGRESS.** F. C. Bahr, gen. mgr. At **616 S. Michigan Ave.** P. C. West, sales mgr.; E. A. Earle, engr. dept.; A. J. Ballinger, Buffalo Plant; John C. Hill, export mgr.; Julio Carrillo, export dept.; W. C. Wilson, prod. mgr. Del. A. Lang, sales dept.

ASCH & CO., New York. **Space N. H. Gal. 34.**

ATLANTIC YELLOWSTONE PACKET HIWAY, INC., Sioux Falls, S. D. **Space S. H. 2nd Fl. 258.**

ATLAS FOUNDRY COMPANY, Detroit, Mich. At the **LA SALLE.** Robert Crawford.

ATWATER KENT MANF'G COMPANY, Philadelphia. At the **CONGRESS.** V. W. Collamore, sales mgr.; T. W. MacDowell, convention mgr.; R. E. Smiley, L. A. Pratt, J. F. McCoy, H. T. Stockholm, J. E. Delp, P. A. Ware, John McGuigan, J. Graham, R. B. Gamble, T. J. Mallop, Warren Milne, Floyd Ray, C. E. Estabrook, W. H. Clarke, F. M. Miller.

AU-TO COMPRESSOR COMPANY, Wilmington, O. **Space N. H. Gal. 63.** At the **AUDITORIUM:** E. S. Lee, Jr. At **6146 Rhodes Ave.** Roy O'Keefe.

AUTO CON-DEN-SO-METER CORP., Chicago, Ill. **Sace S. H. 2nd Fl. 217-218.** At **4111 Ravenwood Ave.**

AUTOMOBILE EQUIPMENT COMPANY, Chicago, Ill. **Space S. H. 2d Fl. 187 to 190.** At **1908 Indiana Av.**

AUTOMOTIVE MAINTENANCE MACHINERY COMPANY, Chicago. **Space N. H. Gal. 5.** At **549 W. Washington St.**

H. H. BACCOCK EQUIPMENT CORP., Watertown, N. Y. At the **LA SALLE:** C. W. Gamble, pres.; T. A. Cartryman, fac. supt.

BADGER MFG. COMPANY, Milwaukee, Wis. **Space Col. Gal. 107-108.** At the **BLACKSTONE:** W. V. Isgrig, treas.

A. T. BAKER & CO., Inc., Philadelphia, Pa. At the **CONGRESS:** R. G. Kellett, gen. mgr.; A. T. Baker, vice-pres.; Homer V. Hawk, vice-pres.; C. G. Chapman, repr.

BARNES-GIBSON-RAYMOND, INC., Detroit, Mich. At the **BLACKSTONE:** L. D. Adams, gen. mgr.; W. J. Balck, sales mgr.; F. P. Zimmerli, chief engr.

BASSICK MANUFACTURING COMPANY, Chicago, Ill. At **2650 N. CRAWFORD AVE.:** J. E. Otis, Jr., F. A. Hiter, F. J. Lane, P. D. Wilson.

BAUM'S CASTORINE COMPANY, Rome, N. Y. At **341 E. 57TH ST.:** D. S. Kahn.

BEAN SPRAY PUMP COMPANY, Lansing, Mich. **Space N. H. Gal. 20.**

BEARINGS COMPANY OF AMERICA, Lancaster, Pa. At the **DRAKE:** F. M. Germane, pres. At the **UNIVERSITY CLUB:** William C. Little, West. repr. At the **BREVOORT: A. W.** Robbins.

BENDIX CORPORATION, Chicago, Ill. **Space Col. Gal. 99-100.** At the **CONGRESS.** Vincent Bendix, pres.; W. J. Buettner, sec. and treas.

BENDIX BRAKE COMPANY, South Bend, Ind. **Space Col. Gal. 99-100.** At the **CONGRESS:** Vincent Bendix, pres. and gen. mgr.; W. J. Buettner, sec. and treas.; M. W. McConkey, vice-pres.; D. Kirk Moore, dir. of sales; D. L. Gallup, dir. of purchases; A. Y. Dodge, chief eng.; E. G. McDonald, asst. chief eng.; R. S. Sanford, bus and truck eng.; John R. Cautley, sales eng.; R. M. Heinrichs, sales eng.; J. W. Peterson, sales eng.; Stanley Whitworth, production mgr.; H. L. Shariock, sales pro. and adv. mgr.

BENEKE MFG. COMPANY, Chicago, Ill. **Space Col. Gal. 106.** At **2559 W. 21ST ST.:** Henry Beneke, E. H. Shepard, H. E. Bartol.

BIFLEX PRODUCTS COMPANY, Waukegan, Ill. **Space Col. Gal. 130-131.** W. G. Pancoast, W. J. Grotenhuis, M. B. Ericson, W. E. Ericson, C. J. Colling, W. H. Taylor, G. W. Galdzik, T. J. Leary, O. F. Achtenhagen, F. W. Adams, E. J. Ashton, A. J. Grimm, L. P. Halladay, L. E. McLean, J. E. Redman, M. D. Burt, R. F. Peterson, E. D. Bunker, W. J. Caverley, L. W. Stinne, J. L. Harkness, G. V. Ericson, G. A. Kingsley, H. L. Howe, H. A. Anderson, C. W. Clark, W. J. Kyndberg, A. Johnson.

BINDER-GOULD CORPORATION, Detroit, Mich. At the **BLACKSTONE:** W. E. Gould.

BLACK & DECKER MFG. COMPANY, Towson, Md. **N. H. Gal. 1 to 4.** At the **PALMER HOUSE:** S. D. Black, pres.; R. W. Proctor, sales mgr.; W. C. Allen, sales supervisor; R. D. Black, adv. mgr.

SIDNEY BLUMENTHAL & CO., New York. At the **CONGRESS:** S. Harvey Day, J. J. Edington, Draper Allen, H. H. Schell.

BOHN ALUMINUM AND BRASS CORP., Detroit. At the **DRAKE:** Charles B. Bohn, pres.; Peter A. Markey, vice-pres. and treas.; Harry W. Holt, vice-pres.; Charles W. Eggenweiler, vice-pres.; A. L. Nelson, consulting engr.; D. E. Anderson, sales engr.; Howard Emery, plan mgr.; D. E. Dunn, and Emerson Frantz, salesmen.

BORG & BECK COMPANY, Chicago. **Space Col. Gal. 146.** At **6558 S. Menard Ave.:** G. W. Borg, pres.; D. E. Gamble, C. E.; H. V. Reed, asst. C. E.; C. M. Ahlene, sales engr.; C. C. Blanchard, ser. mgr.

ROBERT BOSCH MAGNETO COMPANY, INC., Chicago Branch, Chicago, Ill. At **1122 S. Michigan Ave.:** Lee C. Carlton, Carl Behn, Jr.

BOSSERT CORP., Utica, N. Y. **Space Col. Gal. 126.**

BOUND BROOK OILLESS BEARING COMPANY, Bound Brook, N. J. At the **DRAKE:** W. F. Jennings, vice-pres. and treas. At the **LA SALLE:** F. A. Golling, dist. mgr.; A. E. DeClercq, sales dept.

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BROWN SPRING OILER COMPANY, Cleveland, O. At the **BLACKSTONE:** W. H. Brown.

BRUNSWICK-BALKE-COLLENDER COMPANY, Detroit, Mich. At the **DRAKE:** R. E. Kennedy.

BRUNNER MFG. COMPANY, Utica, N. Y. **Space N. H. Gal. 40-41.**

BUDD WHEEL COMPANY, Philadelphia, Pa. **Space Col. Gal. 148.** At the **DRAKE:** E. G. Budd, H. L. Adams, D. Alexander, T. H. Henkle, F. W. Kulicke, W. J. Muller, D. I. Cooke, H. H. Johnson, E. A. Clark, E. S. Ingham.

BUNTING BRASS & BRONZE COMPANY, Toledo, O. **Space Col. Gal. 95.** At the **CONGRESS:** L. H. Firth. At **2015 S. Michigan Av.:** M. E. Clark.

BURD HIGH COMPRESSION RING COMPANY, Rockford, Ill. At the **SHERMAN:** F. M. White, gen. mgr.; A. A. Lundgren, sec.

J. H. BURGESS, Detroit, Mich. At the **DRAKE:** J. H. Burgess.

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C. G. SPRING & BUMPER COMPANY, Detroit, Mich. **Space Col. Gal. 93.** At the **BLACKSTONE:** Christian Girl, pres.; Charles Getler, vice-pres.; F. A. Cornell, sec.; H. S. Jandus, chief eng.; C. C. Homan, Chicago mgr.; N. Y. Kristensen, Chicago sales mgr.; B. M. Short, Michigan Co. mgr.; R. S. Hartzell, Mid-west sales repr.; G. R. Reed and Ralph Fisher, sales repr.

CAMPBELL TRANSMISSION COMPANY, Buchanan, Mich. At the **CONGRESS: L. L.** Campbell, pres.; L. J. Campbell, vice-pres. and engr.; M. H. Campbell, sales mgr.

CARBORUNDUM COMPANY, Niagara Falls, N. Y. **Space N. H. Gal. 21.** At the **MORRISON:** John MacArthur, S. Odoran, C. E. Gritzmacher, H. B. Williams, E. L. Shurly.

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CARR FASTENER COMPANY, Boston, Mass. At the **MORRISON:** A. J. Himelbaugh, R. F. Walter.

CARTER CARBURETOR CORPORATION, St. Louis, Mo. At the **CONGRESS:** Hugh H. C. Weed, vice-pres. and gen. mgr.; G. M. Bicknell, chief eng.; V. J. Lowenstein, sales mgr.; Otto Henning, Ralph Herron, Earl Walker, Arthur Hayden, and L. D. Boyce, engr. dept.

GEORGE B. CARTER COMPANY, Connersville, Ind. **Space Col. Gal. 111.**

CAVANAGH COMPANY, Detroit, Mich. At the **CONGRESS:** J. R. Cavanagh, Jr., F. L. Cavanagh.

CELORON COMPANY, Div. of Diamond State Fiber Company, Bridgeport, Pa. At the **CONGRESS:** T. E. Webster, sales mgr.; E. F. Behning and O. H. Schafer, gear engr.

CENTRAL BRASS AND FIXTURE COMPANY, Springfield, O. At the **DRAKE:** A. A. Adams, west. rep.; R. W. Sinclair, Detroit rep.

CENTRAL MANUFACTURING COMPANY, Connersville, Ind. At the **BLACKSTONE:** Ellis W. Ryan, vice-pres. and gen. mgr.; C. F. Gard, gen. supt.; R. J. Waterbury, chief engr.; J. F. Davenport, pur agt.

CHAMPION PNEUMATIC MACHINERY COMPANY, St. Louis, Mo. **Space N. H. Gal. 14.**

CHAMPION SPARK PLUG COMPANY, Toledo, O. At the **BLACKSTONE:** Harold E. Butcher, vice-pres.; M. C. DeWitt. At the **CONGRESS:** F. B. Caswell, vice-pres.; James B. Funk, sales engr.; O. C. Rohde, chief engr.

CHICAGO ELECTRIC MFG. COMPANY, Chicago, Ill. At the **CONGRESS:** E. S. Preston, pres. and gen. mgr. At **2801 S. HALSTEAD ST.:** G. G. Meade, sales engr.

CINCINNATI BALL CRANK COMPANY, Cincinnati. At **2450 Wabash Ave.:** C. H. Van Pelt, sales mgr.

CLARK EQUIPMENT COMPANY, Buchana, Mich. At the **BLACKSTONE:** Eugene B. Clark, pres.; E. B. Ross, vice-pres.; E. C. Mogford, vice-pres.; C. A. Kiefer, sales engr.; Ezra W. Clark.

CLEVELAND GRAPHITE BRONZE COMPANY, Cleveland, O. At the **DRAKE:** B. F. Hopkins, J. J. McIntyre, Carl W. Johnson, Drew McKenna.

CLEVELAND WELDING COMPANY, Cleveland, O. At the **BLACKSTONE:** H. W. Krunz, pres.; C. S. Holden, vice-pres.; H. S. Mueller, asst. sales mgr.; R. T. Reynolds, Detroit rep.

CLUM MFG. COMPANY, Milwaukee, Wis. At the **CONGRESS:** R. Denniston, vice-pres.; R. K. Winning, chief engr.; E. Fiedler, sales engr.; Spencer A. Pease, sales and service.

COLE MOTOR CAR COMPANY, Indianapolis, Ind. At the **CONGRESS:** J. J. Cole, Jr.; J. F. Morrison.

COLLINS CHEVROLET COMPANY, Detroit, Mich. At the **CONGRESS ANNEX:** James R. Collins.

COLLINS & AIKMAN COMPANY, New York. At the **BLACKSTONE:** L. H. Green, S. V. Hulse, P. J. Torchiana.

COLUMBIA AXLE COMPANY, Cleveland, O. At the **BLACKSTONE:** E. H. Parkhurst, vice-pres. and gen. mgr.; B. F. Hopkins, sec. and treas.; R. E. Fries, chief engr.; C. G. Wood, sales engr.

COMMON-SENSE MFG. COMPANY, St. Louis. At the **BLACKSTONE:** Henry Shield.

CONNECTICUT TELEPHONE AND ELECTRIC COMPANY, Meriden, Conn. At the **PALMER HOUSE:** N. S. Hobson, gen. sales mgr.; Charles Martin and B. H. Prout, salesmen.

CONTINENTAL MOTORS CORP., Detroit, Mich. **Space Col. Gal. 143-144.** At the **BLACKSTONE:** R. W. Judson, W. R. Angell, W. A. Frederick, A. A. Engstrom, L. P. Kalb, O. C. Kreis, D. Andrews, P. Lund, G. H. Sisson, H. Kline, C. D. McKim, O. R. Baird, C. P. Russell, F. T. Gould.

COTTA TRANSMISSION CORP., Rockford, Ill. At the **PALMER HOUSE:** E. P. Reber, sec. and gen. mgr.

COVERT GEAR & MFG. CORP., Lockport, N. Y. At the **CONGRESS:** A. A. Gloetzner, pres. and gen. mgr.; F. E. Radigan, vice-pres.; G. F. Goggin, treas.

C. COWLES & CO., New Haven, Conn. At the **CONGRESS:** C. J. Brophy and W. A. Evans, sales repr.; W. A. Carmichael, supt.

COX PRODUCTS COMPANY, Cleveland, O. **Space S. H. 2d Fl. 224.**

CRAWFORD-LEWIS CORP., Detroit, Mich. At the **BLACKSTONE:** H. H. Crawford.

CURTIS PNEUMATIC MACHINERY COMPANY, St. Louis, Mo. **Space N. H. Gal. 45-46.** At the **PALMER HOUSE:** L. C. Blake, T. E. Rolf, W. G. Kuehnel.

DANIELSON MFG. COMPANY, Chicago, Ill. **Space N. H. Gal. 60.** At **2344 W. Austin Av.**

DAYTON STEEL FOUNDRY COMPANY, Dayton, O. **Space Col. Gal. 81.** At the **CONGRESS:** Geo. Walther, pres.; C. F. Baker, sales eng.; G. A. Baker, sales.

DAYTON WIRE WHEEL COMPANY, Dayton, O. At the **CONGRESS:** A. N. Wilcox, pres.; Louis H. Rogge, vice-pres.

DEARBORN MOTOR SALES, Dearborn, Mich. At the **BLACKSTONE:** C. W. McClafferty, F. J. Dittmer.

DELCO-REMY CORP., Anderson, Ind. At the **CONGRESS:** C. E. Wilson, pres.; G. B. Stone, vice-pres.; R. V. Rippingille, W. H. Mooney, F. H. Prescott, S. W. Colvard, F. S. Kimmerling, C. V. Williams, B. W. Cooper, A. G. Phelps, M. E. Van Meter, R. H. Smith, R. L. Wilkinson, J. H. Bolles, F. C. Kroeger, Foust Childers, F. J. O'Donnell, J. T. Fitzsimmons, H. E. Norviel, L. O. Parker, R. M. Critchfield, W. A. Siler, J. L. Arthur, H. D. Dawson, L. M. Perkins, G. W. Elsey, W. O. Nelson, C. S. Burns, William Hunter, John Vanneman, John Boswell.

A. J. DETLAFF COMPANY, Detroit. At the **LA SALLE:** A. J. Detlaff, H. C. Foe, Harry Detlaff.

DETROIT CARRIER & MFG. COMPANY, Detroit, Mich. At the **CONGRESS:** A. H. Goss, pres.; William D. Mercer, gen. mgr.; C. F. Wasserfallen, chief eng.; John Robertson, Jr., sales mgr.

DETROIT FORGING COMPANY, Detroit. At the **CONGRESS:** Charles T. Kingston, pres.

DETROIT STEEL PRODUCTS COMPANY, Detroit. At the **BLACKSTONE:** M. P. Rumney, vice-pres.; H. F. Wardwell, vice-pres. and gen. sales mgr.; S. P. Hess, chief engr. chassis spring division; F. E. Badger, sales mgr. chassis div.; B. R. Winborn, sales mgr. service div.; T. N. Franzen.

DIAMOND STATE FIBRE COMPANY, Bridgeport, Pa. At the **CONGRESS:** O. H. Schafer, E. F. Behning, T. E. Webster.

DILL MFG. COMPANY, Cleveland, O. At the **SHERMAN:** J. E. Thomson, F. C. Geraghty.

DITZLER COLOR COMPANY, Detroit. At the **LA SALLE:** E. R. Hoag, Kirke W. Connor, Neil A. Fleming.

THEODORE L. DODD & CO., Chicago. At **80 E. Jackson Blvd.:** T. L. Dodd, H. L. Sevin.

DOEHLER DIE CASTING COMPANY, Brooklyn, N. Y. At **7416 Princeton Ave.:** H. Hagemeyer.

DOLE VALVE COMPANY, Chicago. **Space Col. Gal. 128.** At **1923 Carroll Ave.:** F. M. Thomson, sales mgr.; F. H. Tweed, treas. and mgr.; M. L. Shultz, S. G. Phillips.

DOUGLAS & LOMASON COMPANY, Detroit. At the **CONGRESS:** A. G. Douglas; William Chapman, J. W. Baker, T. S. Hough, H. A. Lomason.

THOMAS J. DOYLE, INC., Detroit, Mich. At the **BLACKSTONE:** Thomas J. Doyle, J. M. Dodge, James M. O'Dea, L. W. Thoms.

DUNLOP TIRE AND RUBBER COMPANY, Buffalo, N. Y. At **3711 S. ASHLAND AVE.:** L. F. Desmond.

DUROSEAL CORPORATION, Cleveland, O. **Space Col. Gal. 141.** At the **CONGRESS:** Bert R. Engelmann, W. M. Ingles, James A. Garfield, William Jackson, P. F. Hackethal.

DURANT MOTOCOVER COMPANY, INC., New York, N. Y. At the **PALMER HOUSE:** H. A. Sallop, pres.; C. W. Knoepfel, vice-pres.

DURSTON GEAR CORPORATION, Syracuse, N. Y. At the **DRAKE:** M. H. Durston, pres.; R. M. Bean, vice-pres. and treas.; A. C. Bryan, vice-pres. and sec.

EAGER ELECTRIC COMPANY, Watertown, N. Y. **Space N. H. Gal. 48-49**

EAGLE-OTTAWA LEATHER COMPANY, Grand Haven, Mich. **Space Col. Gal. 94.**

EATON AXLE AND SPRING COMPANY, Cleveland, O. At the **BLACKSTONE:** J. O. Eaton, ch. of bd. of dir.; C. I. Ochs, pres.; G. W. Carlson, dir. of eng.; F. A. Buchda, treas.; H. D. Mixer, sales dept.

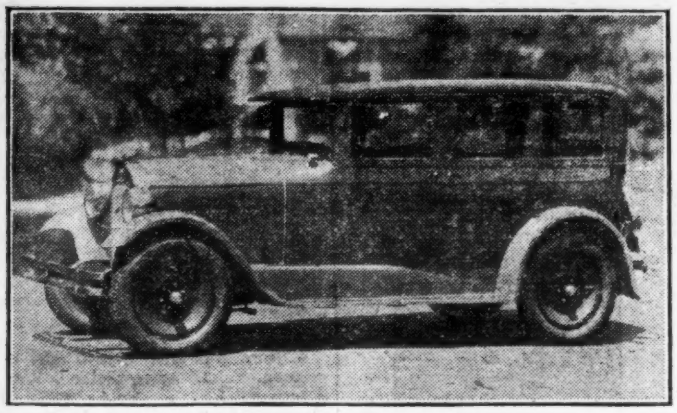
ECLIPSE MACHINE COMPANY, Elmira, N. Y. At the **BLACKSTONE:** E. J. Dunn, pres.; J. C. Ferguson, vice-pres. and gen. mgr.; William L. McGrath, sec. and ch. engr.; M. P. Ferguson and M. P. Whitney, engr.; H. C. Bush, sales mgr.; R. W. Keeley, Detroit rep.; J. J. MacFelggan, serv. dept.; Charles Marcus, mgr. Hoboken plant; R. P. Lansing, engr. Hoboken plant; F. G. Johnson, sales dept.

ELECTRIC AUTO-LITE COMPANY, Toledo, O. At the **CONGRESS:** C. O. Miniger, R. C. Held, C. F. Gilchrist, J. A. Shank, H. R. Patterson, O. M. Donaldson, Ivor McCulla, W. G. Schneider.

ELECTRIC STORAGE BATTERY COMPANY, Philadelphia, Pa. At the **CONGRESS:** H. B. Gay, vice-pres.; Charles W. Terry, lake dist. mgr.; H. G. Carron, mgr. Detroit br.; G. H. Atkin, mgr. western dist.; T. Milton, mgr. Chicago br.; L. E. Lighton, mgr. auto. mfrs. sales.

(Continued on Page 36)

Silver Anniversary Display of Davis Car Sets Style in Bodies



CHICAGO, Jan. 29.—One of the exhibits which were thronged from the opening hour of the National Automobile Show on, is that of the George W. Davis Motor Car Company, Richmond, Ind.

Without exception, the silver anniversary Davis cars, executed in two-tone Duco with disteel disc wheels to match, present a smart and characteristic appearance. It is safe to phophesy that in no very remote time, some of its body design features will be widely copied, particularly the very effective treatment of the belt.

The belt effect in the closed types is achieved as follows: upper and lower panels are of the same color which is also used on lower hood panels, chasis frame and fenders. A lighter shade of the body color is seen on the wheels as well as on the top of the hood, which flows back as the belt. This hood-belt zone is bordered by moldings, one denoting the lower edge of upper panels and windshield frame, and one extending straight back from the radiator, bending up to connect with the first molding at the back molding of the rear quarter window. The lightly colored belt line is thereby brought into harmony with the curve of the lower panel back in striking fashion.

Davis is manufacturing two chassis this year, both with six-cylinder engines, with four body types on the 109-inch wheelbase and six on the 115-inch wheelbase.

Model 94-27

Five-passenger roadster	$1,245
Three-passenger coupe	1,285
Five-passenger sedan	1,285
Five-passenger touring	1,285

Model 92-27

Five-passenger phaeton	1,395
Four-passenger touring	1,495
Four-passenger roadster	1,495
Five-passenger sedan	1,595
Four-passenger coupe	1,695
Five-pas. Imperial sedan	1,795

Blues and greens are the colors dominant in the Davis bodies, two different tones being combined in every instance, with effective striping to round out the color scheme. Taking the sedans as the types for which, under present conditions, there is the greatest demand, the Imperial sedan in Series 92-97, is two-tone green with orange striping, while the Series 94-27 sedan is two-tone blue, with gray stripes.

Low appearance is effected by the height of the lower panels being considerably more than that of the upper ones and by mounting the running boards rather low.

Mechanically, Davis cars are of high quality. The 115-inch wheelbase chassis has a Continental six-cylinder engine, 3¼x4⅝, delivering 68 b. h. p., with a seven-bearing crankshaft fitted with Lanchester vibration dampener. Lubrication is full pressure; the Delco three-unit electrical system is used, with Bendix drive on the starter; the Stromberg carburetor is used, together with A. C. air cleaner.

The standard transmission is fitted with Johnson lock, and the drive is straight, through a Peters propeller shaft and universal joints, to the three-quarter floating rear axle carried on roller bearings. The front axle is I-beam section. Lockheed hydraulic four-wheel brakes have 12-inch diameter drums; the emergency brake is on the propeller shaft.

Franklin Has Striking Car Models on Display

CHICAGO, Jan. 29.—The consensus of opinion among those who have looked over the Automobile Show exhibit of the Franklin Automobile Company is that this year's cars are better and more beautiful than ever. Only a very brief summary of some outstanding features may be set down today, and a more extensive description is reserved for one of the succeeding issues of Automotive Daily News.

The most striking Franklin car is, of course, the tandem sport car which was designed by De Causee and originally conceived as a custom style, but has now been incorporated in the standard line at $3,150. Light cream and black is the color scheme of this car, with wells in the floor to give ample room despite the lowness of the roof that covers the beamed ceiling.

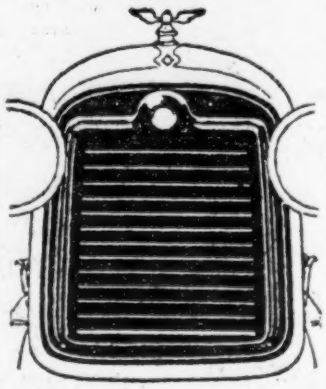
Other striking cars built by Franklin are the sport runabout, in seafog gray, as well as the sedans, one finished in pyramid tan and the other in maroon. To mention only one more of the many beautiful styles, there is a three-passenger custom coupe with collapsible top, detachable rear top curtain and double rumble seat. It is executed in derby red, with black and gold striping, and the windows have nickelplated channels which may be folded down when the top is lowered, creating a racy sport type of car.

TO ACT ON GAS TAX

San Francisco, Jan. 29.—Senator Arthur Breed's new bill to raise the gasoline tax from 2 cents to 3 has been introduced in California's Legislature. It is expected quick action will be taken on this bill because of the importance attached to it.

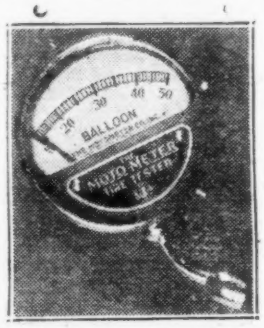
Chicago Accessory Displays

PINES WINTERFRONT



Winterfront, new standard equipment on many prominent makes of cars and manufactured for practically every American make, is the product of the Pines Winterfront Company, 408 North Sacramento Boulevard, Chicago. This radiator shutter operates automatically, the spring which opens and shuts the blades being controlled by a double thermocell actuated by contact with the radiator shell. This construction makes it possible for the driver to forget the radiator shutter completely and to leave it on the car all year round.

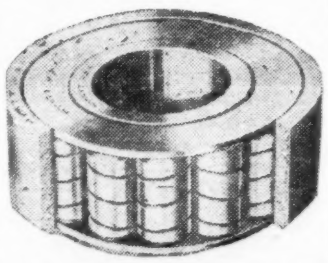
MOTO METER PRODUCTS



In addition to the well-known Moto Meter line of engine heat indicating instruments, the Moto Meter Corporation, Long Island City, has recently added to its line a tire tester incorporation, a Bourdon movement, which contains no springs. The action of the device is positive, and readings remain visible until the indicator hand is restored to zero by pressing a button on the lower end of the housing, which is chromium plated.

The new Moto Meter spark plug is made with a self-adjusting spark gap. For quick, easy starting the gap is set at .015 inch, giving a short intensive spark. With the engine started, the gap opens to .03 inch for a constant wide fat spark. Self-adjustment is achieved by the use of a bi-metal strip, which expands and contracts in the space of a few instants. For the insulation, a chemical product of recent French invention is used, the insulating qualities of which are unusually high.

HYATT ROLLER BEARINGS

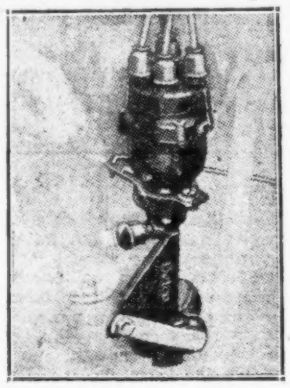


Roller bearings which have been used successfluly for many years, both in the automotive field and in hundreds of other industries where high-speed machinery is operated economically and dependably, are made by the Hyatt Roller Bearing Company of Newark, N. J.; Detroit, Chicago and San Francisco. The fact that this firm has grown constantly during the past thirty-six years speaks more eloquently than any other information for the excellence of this product.

SUN OIL PRODUCTS

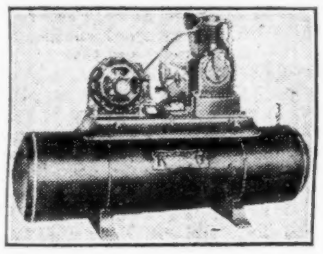
The Sun Oil Company, 250 Park Ave., New York, produces a line of oils, lubricants and petroleum derivatives, with which the automobile trade has long been acquainted, and the market for which has steadily grown, due to the purity and dependability of these products.

DELCO PRODUCTS



The United Motors Service, Inc., with headquarters at Detroit, distributes Delco as wel as Remy electrical products, as well as replacements parts of these systems. One of the latest additions to the Delco line is the Gold Cup model ignition system for Fords, which is designed with semi-automatic spark advance. Delco timers on Ford engines give easier starting and increased flexibility. The company also makes coils for use on Ford cars.

KELLOGG COMPRESSORS



Two new air compressors have been announced by the Kellogg Manufacturing Company of Rochester, N. Y. The smaller model, known as EM 261 X, is a heavy-duty single-cylinder paint-spraying compressor, built to give the maximum amount of air at a minimum of expense. It is equipped with the latest type unloader, automatic, has a tested 32-gallon tank and is complete with safety valve, gauge, etc. It is designed especially for use in the average automobile refinishing shop. The motor is 1½ horse power, operating for 60 cycle, single; 60 cycle, two or three phase; 25 or 40 cycle, two or three phase, all alternating current, or can be obtained for direct current. The new large model is known as EM 152, and can be had in standard or oversize capacities. The standard has a displacement of 12 cubic feet and the oversize of 16 cubic feet. The maximum pressure of each is 150 pounds, and both have 80-gallon tanks.

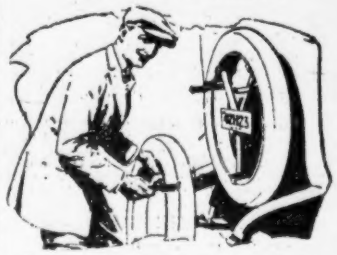
DEJON PRODUCTS

The DeJon Electric Company, Poughkeepsie, N. Y., is the manufacturer of electrical equipment, which is standard on several high-powered cars, such as Stearns-Knight, Locomobile and McFarlan. The DeJon system includes generator, distributor and starter and is renowned for its excellence of construction, resulting in absolutely dependable performance.

DUNLOP TIRES

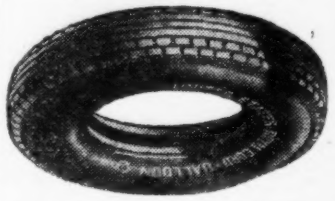
Among the old-established manufacturers of tires is the Dunlop Tire and Rubber Company, New York city. The company's product is well known among large numbers of motorists and dealers, and enjoys a steadily increasing sale.

T-N TIRE CARRIER



More and more motorists are acquiring the habit of carrying more than one spare tire, for the simple reason that tire repairs made on the road—often a bad and wet road, at that—are not only unpleasant, but hard on the driver's clothing. The T-N extra tire carrier, made by the Thompson-Neaylon Manufacturing Company, Chicago, is mounted on the back of the car and has capacity for carrying two fully inflated tires ready for mounting on the wheels. The T-N carrier is easily locked, protecting the car owner against theft of the tires.

U. S. RUBBER TIRES

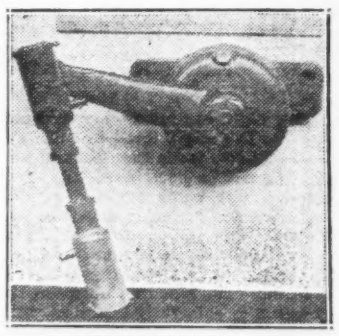


Among the manufacturers foremost in the tire-making field is the United States Rubber Company, New York. For nearly a century this firm has manufactured rubber products, and particularly tires for vehicles, and has ever been one of those pointing the way to an improved product made by up-to-date methods, which give increasing value to the user of tires.

PORTLAND CEMENT

More than 3,000 American cities and towns are using streets paved with concrete made of portland cement—giving a highway which assures the maximum of traction with a minimum of wear. The Portland Cement Association, 33 West Grand Ave., Chicago, is carrying on a campaign on a national scale for better and more durable roads and streets constructed of concrete, and is prepared to give detailed information and advice on any phase of this question to municipalities as well as other parties interested in the problem.

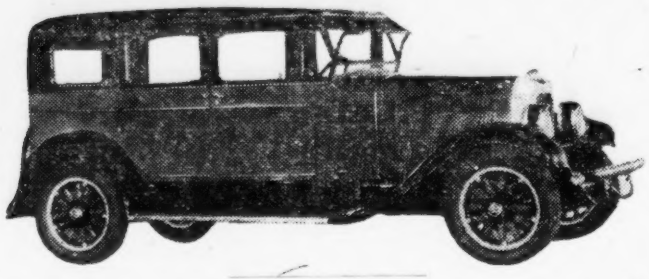
HOUDAILLE SHOCK ABSORBERS



The principle of the hydraulic shocksorber, manufactured by the Houde Engineering Corporation, Buffalo, N. Y., is as follows: When a liquid is forced through a restricted opening, the resistance to its flow varies as the square of the passage velocity. The resistance to slow or easy spring recoil is proportionately less than to rapid or severe recoil, since this resistance varies as the square of the recoil speed. As a result, the resistance to violent spring action is proportioned to the intensity of the road shock, thus preventing it from being transferred to the body of the car.

(Continued on Page 34)

Auburn Has New Cars In Display at Chicago



CHICAGO, Jan. 29.—A great deal of interest is shown by automobile show visitors to the exhibit of the Auburn Automobile Company, which is displaying its line, built in three series—a six and two eights.

Of these, the 6-66A and 8-77 were announced a few weeks ago, while the 8-88 is being continued with several refinements.

Having acquired the factories of the Lexington Motor Car Company and of Ansted Engineering Company, Auburn's output this year will be twice that of 1926. These two plants will be given over to the manufacturing of sixes.

E. L. CORD
President Auburn

Following are the types of cars built, with prices:—

Auburn 6-66A	
Roadster	$1,095
Touring	1,145
Sport sedan	1,195
Sedan	1,295
Wanderer sedan	1,345
Auburn 8-77	
Roadster	$1,395
Touring	1,445
Sport sedan	1,495
Sedan	1,695
Wanderer sedan	1,745
Auburn 8-88	
Roadster	$1,995
Touring	2,045
Sport sedan	2,095
Sedan	2,195
Wanderer sedan	2,245

The eight-cyclinder cars are distinctive in design, low—but not excessively so—while ample head and leg room has been carefully provided. The color scheme of the 6-66 series is moleskin and Russian brown. The 8-77 is done in Rolls-Royce blue, black fenders and jet-black lacquer top above the double beading. The belt line between the molding is colorfully blended with the body blue adding to the smartness of the car.

The interior is done in mohair and is cushioned with the finest type of springs. The spacious door windows are crank regulated of engraved frosted silver style. The instrument panel has been designed in keeping with the other graceful appointments of the model. All instruments are grouped under an oval concave glass concealed receptacle in the center of the panel. This is illuminated with the indirect dash lighting system, which removes all glare from the eyes of the front seat occupants.

The 8-77 is powered with a 77 h. p. straight-eight motor. It has an actual speed range of 75 miles per hour and a developed speed which is said to even exceed the rated speed.

The 8-88 sport sedan has a speed range of more than 80 miles an hour, while the wheelbase of this model is 130 inches. This assures a maximum of riding comfort, roadability and handling ease.

The 6-66A models are on a 120-inch wheelbase chassis, and the 8-77 on a 125-inch wheelbase, while the 8-88 is being continued in wheelbase lengths of 130 and 146 inches, with a number of mechanical refinements.

The six-cylinder engine is 2⅞ x ¾ and equipped with Lanchester vibration dampener. The 5-32-inch thick and 6-inch deep frame has seven cross members. The 8-77 is a straight eight, 2¾ x 4¾, and also equipped with dampener. Camshaft is driven by silent chain, and generator and water pump are belt driven. The valves are inclined to make for a small combustion chamber. A speed range of seventy-five miles per hour is claimed for the 8-77.

The cars have mechanical four-wheel brakes, external contracting on the rear wheels and internal expanding on the front wheels, shoes being of pressed steel. Steering gear is of cam and lever type, variable ratio and fully adjustable from outside without splitting the housing. The wide-crown, deep-drawn fenders are made of extra heavy steel, with a dye-formed skirt. On both new models wheels are 19 inches in diameter, with 5.25-inch balloon tires.

Standard equipment includes the concealed light instrument panels, with speedometer, oil gauge and ammeter, and in addition to these, on the 8-77, gasoline gauge and motor heat indicator. The lighting switch lever is mounted on the steering wheel. Sedans and broughams will have special Brewster windshields with monocontrol, the upper glass being operated by crank and worm.

In the 8-88 the seven-passenger sedan, as well as touring car, will be built on the 146-inch chassis, the other models being on a wheelbase of 130 inches.

CLARK EQUIPMENT CO. SHOWS WHEELS AND AXLES

Chicago, Jan. 29.—An exhibit of Clark axles and steel wheels is being held, simultaneously with the show, at the Blackstone Hotel by the Clark Equipment Company of Buchanan, Mich. These axles are designed for truck and bus service and are built both for automobile manufacturers and for the replacement business.

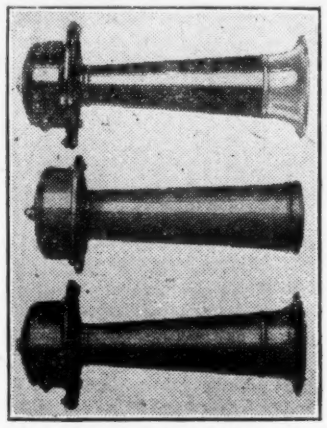
DEPARTMENT STORE DISPLAYS CADILLAC

Rochester, N. Y., Jan. 29.—One of Rochester's most exclusive department stores has been co-operating with the Rochester Automobile Dealers' Association in observing Automobile Show Week by displaying a Cadillac sport phaeton in one of its large show windows. The car displayed was one shown at the New York Automobile Show, and was brought to Rochester by the Mabbett Motor Company, Rochester Cadillac distributor.

Parts, Accessory Exhibits

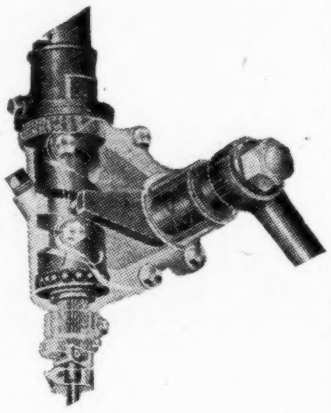
(Continued from Page 33)

NORTHEASTER HORNS



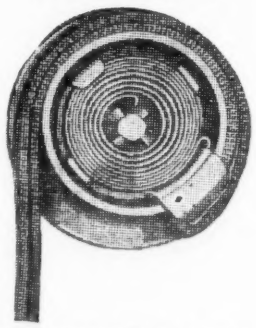
The North East Electric Company, Rochester, N. Y., manufactures a line of substantially built and durably finished electric automobile horns known as Northeaster. Among these, the latest model is the Sergeant, with an all-over length of little more than 4½ inches, so that it is particularly suited to mounting in limited space. It has a very incisive note and is provided with exterior tone adjustment.

ROSS STEERING GEAR



A Ross cam-and-lever steering gear, with a section of the housing cut away, is part of the Chicago show exhibit of the Ross Gear and Tool Company, Lafayette, Ind. The firm also displays a complete line of Ross gear parts. Ross steering gears are now standard on thirty-seven passenger cars and 200 trucks and buses. Besides, the company manufactures gears for replacement on various cars which are not factory equipped with Ross cam-and-lever steering gears.

COX PRODUCTS

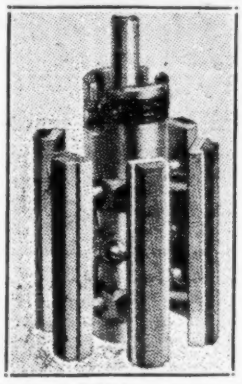


Seven parts and a double belt make up the shock-asborbing unit manufactured by the Cox Products Corporation, East 55th Street and Luther Avenue, Cleveland. The center of the spring is fastened to the shock absorber housing and to its outer end the belt is connected. On the rebound, a double brake action is produced by friction between drum and inner belt, with the coil spring providing additional resistance against the pull of the belt. On the recoil the coil spring alone comes into play and develops its maximum of action.

CLARK EQUIPMENT PRODUCTS

A complete line of axles and steel wheels, for trucks and bus service, is being manufactured by the Clark Equipment Company, Buchanan, Mich. These products are well known for their sturdy construction and reliability under the most strenuous conditions of heavy duty vehicle operation.

HUTTO GRINDERS

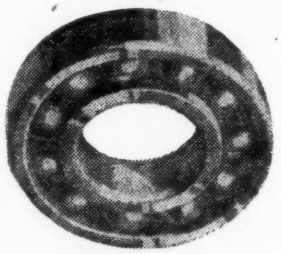


Cylinder grinding equipment, in an extensive line for production as well as service work, is manufactured by the Hutto Engineering Company, Detroit. One of the Hutto grinders, Model A Twin-Three, is designed with a stone range of 2⅝ to 4¼ inches, ¼-inch range being taken in by each set of stones. Built rugged, self-centering, self-aligning and positive-setting, the Hutto holds bores straight, round and to size within .0005-inch limit.

MIMAX AUTO LACQUER

The Pittsburgh Plate Glass Company, 193-219 Hunters Point Ave., Long Island City, N. Y., is the manufacturer of Mimax lacquer which is used by numerous high-grade refinishing shops and also is standard finish on some well-known makes of cars.

NEW DEPARTURE BEARINGS



The line of ball bearings made by the New Departure Manufacturing Company, Bristol, Conn., has enjoyed an ever increasing popularity among the manufacturers of cars as well as in the replacement trade, because of the excellent service given by this product and its long life, both of which factors result in lowered cost of operation on passenger and commercial cars.

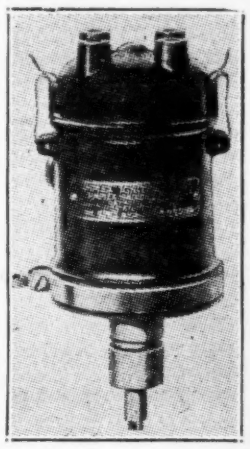
ZENITH PRODUCTS

In the Zenith carburetor, the choke tube measures the air which increases with engine speed, the main jet varies the fuel flow with engine suction, the compensating jet gives a constant flow regardless of suction or engine speed and the idling jet operates only when the throttle is almost closed, being automatically put out of operation with further opening of the throttle because the fuel in the well is then all drawn through the cap jet. In addition to its carburetor line, the Zenith-Detroit Corporation, Detroit, manufactures a self-cleaning fuel filter, in which the filter unit—consisting of 200 thin brass washers and spacers, which clean gasoline through many tiny openings—need never be replaced, but is cleaned in a few moments with no danger of damaging it.

MOTO-GLO

A luminous owl which may be attached to the moto meter is manufactured by the Irving Florman Company, New York. When the light switch is turned on the brilliantly colored eyes and side windows light up. Moto-glo, which is manufactured in several sizes to fit the various moto meter models, comes equipped with socket, bulb, cable and extra long screws. Its installation is easy and requires but a few minutes.

SIMPLEX IGNITION

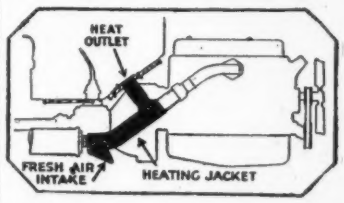


The Simplex Ignition Corporation of Detroit manufactures a line of ignition systems which are designed for operation of the important makes of cars. It is stated by the manufacturers that the construction of their system makes it waterproof and short-circuit proof, as well as easy to install, and that its use gives better ignition, at the same time minimizing carbon trouble.

CLER-SITE FOR WINDSHIELD

Permanent freedom of glass panes, windshields as well as windows, from water is said to result from the application of Cler-Site which is manufactured by the Cler-Site Company, Inc., 1600 Broadway, New York city.

PERFECTION HEATERS



Many leading makes of cars have adopted as standard equipment the product of the Perfection Heater and Manufacturing Company, Cleveland, which heats pure fresh air in a jacket laid around the exhaust pipe, and after heating it discharges it into the interior of the car, through apparatus mounted on the floor. Among the features of the Perfection heater is its ease of installation. The jacket is clamped securely around the exhaust pipe just back of the engine, and the heating unit requires the cutting of only one hole in the floorboard to be mounted. The simplicity and ease of installation as much as the performance of the product are responsible for its great and increasing popularity.

(Continued on Page 35)

Great Outlay of Accessories at Chicago Show

(Continued from Page 34)

FAFNIR BEARINGS

A line of ball bearings widely used for many years in the automotive field as well as many industries is manufactured by the Fafnir Bearing Company, New Britain, Conn. One of the principal features of this high-quality product is a finger-type retainer eliminating the use of rivets. Fafnir construction also provides the use of maximum size balls in maximum depth races.

MERITAS FABRIC BODIES

The making of satisfactory bodies is such exacting work, and any fault in design and construction is so quickly disclosed in service that success in this field is proof positive of high quality work. The Childs system fabric bodies, built by Meritas Fabric Bodies, General Motors Building, Detroit, are built on new lines approved by engineers. Reinforced frame construction permits of an unlimited variety of body shapes, over which the leather cloth is tensioned. Bodies so produced are not only beautiful and durable, but free of rumble and vibration, and the resultant reduction of body weight lowers the center of gravity of cars on which they are installed, thereby increasing safety of driving. Moreover, the Meritas construction gives a certain body flexibility which absorbs road shocks and distortions, and greater all-round riding comfort.

WATSON STABILATORS

The John Warren Watson Company, Philadelphia, Pa., manufactures the Stabilator, a shock absorber which has gained g reat popularity during the past few years, both among manufacturers who use the Watson device as standard equipment on the cars made by them, and owners who install stabilators on their cars. The construction of the product is simple, and its installation is easy; at the same time action of the Watson Stabilator is positive, reliable and satisfactory.

BEAR WHEEL ALIGNER

The correct alignment of wheels is an important factor which bears not only on the life of tires, but is indicative of the general condition of the wheel-mounting mechanism. To facilitate checking and aligning of wheels the Bear Manufacturing Company, Rock Island, Ill., has produced an automatic wheel aligner, the use of which not only enables repair and service men to do better and more exact work, but to economize on their time.

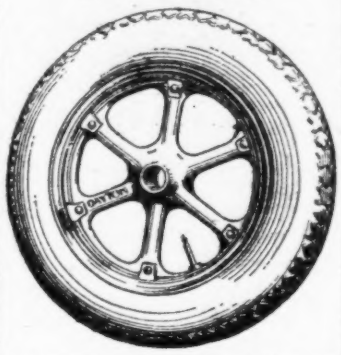
WARNER HI-FLEX

The Warner Gear Company of Muncie, Ind., has just announced that it is now manufacturing a four-speed transmission, known as the Hi-Flex, which is distinguished by its silence and the ease with which gears may be shifted. The third speed, operated by an internal gear, is so designed that it gives wholly quiet and efficient operation even though operated for long stretches of travel. The fact that a prominent car manufacturer recently introduced the use of a four-speed gearset indicates clearly that there is a field for this type of transmission, and its increasing use may be expected during the year.

BOHNALITE PISTON

The Bohn Aluminum and Brass Corporation, Detroit, is the manufacturer of the Nelson Bohnalite piston, which is made of an aluminum alloy, heat treated and tested for strength, hardness and uniformity. To control piston expansion and assure the maintenance of proper clearance, two steel strut stampings are cast into the piston pin bosses and skirt. These stampings are of steel alloy and made wtih projections at their ends, bent to conform with piston-skirt curvature. The molten metal is cast around the struts, firmly locking them in the piston; they are placed in the direction of the resultant thrust on the piston skirt. Two horizontal saw slots separate the skirt bearings from the head portion and partial slotting of the skirt enables the struts to exercise their proper expansion characteristics. Bohnalite clearance in well-finished cylinders is less than that used in fitting cast iron. The design of these pistons is such as to facilitate ample cooling.

STEEL WHEELS



A metal wheel designed for use on passenger cars, with provision for demountable rims, is the latest adition to the line of the Dayton Steel Foundry Company, Dayton, O. In appearance this wheel follows closely the lines of artillery wood wheels, and may, of course, be finished either in natural or any other color. At the same time the Dayton wheel gives much more strength than a wooden one, as it is fashioned of one piece of steel.

WISCONSIN PARTS

Axles for automotive manufacture as well as replacement work constitute the line of products manufactured by the Wisconsin Parts Company, Oshkosh, Wis. Wisconsin axles are used particularly for truck work, where strength and dependability are of paramount importance, some of the makes using the product being Schacht, Gramm, Ruggles, Menominee, Coleman, Eagle, Victor, Douglas and United.

AIR-CUSHION BUMPERS

The Sheldon Axle and Spring Company, Wilkes-Barre, Pa., manufacture the Air-Cushion bumpers and rear fender guards. Front bars of triple tested spring steel take the impact, passing it to the rubber cushions which, together with the air pockets that are part of this bumper design, absorb the shock. Steel, rubber and air elements of this product are guaranteed for the life of the car, and tests have shown them all to function harmoniously, with the bumper returning to original position after absorbing very heavy impacts.

FREEZFOIL

More and more cars being built with ample radiating surface, it is of paramount importance to prevent freezing in winter, especially where radiators provide overcooling. To meet this question a denatured alcohol anti-freeze preparation, FreezFoil, is made and distributed by the Industrial Alcohol Manufacturers Association. FreezFoil, when mixed to the water of the cooling system in the proper proportion, is an absolute safeguard against radiator trouble in winter; yet it is entirely harmless. The satisfaction given by this product accounts for its extensive use among motorists in all parts of the country.

SPRING PROTECTORS

Scully spring protectors, manufactured by the Houde Engineering Corporation, Buffalo, N. Y., are made of a tough material which is grease and water proof. They are designed to exclude water and dirt from the springs and to keep them in the proper state of lubrication, in order to provide a constant degree of friction between spring leaves. The factory, which also manufactures Houdaille hydraulic shock absorbers, makes them with as well as without lubricators. Close fit of scully protectors to the springs is assured by metal clip caps.

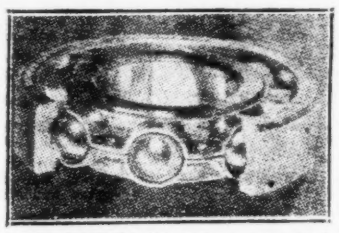
NITRO-VALSPAR LACQUER

Valentine & Co., New York, long known as manufacturers of paints and kindred products, has recently brought out Nitro-Valspar, a line of lacquers for automobile body work, in jewel colors. These shades have been created as a result of the most painstaking study of colors shown by jewels in museums, both in this country and Europe. With Nitro-Valspar, cars may be readily given original or refinish coats in beautiful colors and color combination, the lacquer being applied by the spraying system which produces even smooth coats in a very short time and with a minimum of labor and expense.

MET-L-WOOD PANELS

The W. T. Crane Carriage Hardware Company, 165 Mulberry St., Newark, N. J., distributes panels, truck panels, bottoms and armored truck sides and ends. Plywood in single or multiple layer, faced with sheet on both sides, gives the required strength, lightness and durability.

SCHUBERT BEARINGS



The McGill Metal Company, Valparaiso, Ind., manufactures a line of ball bearings in which bronze retainers are used exclusively, to assure minimum friction between balls and retainer, resulting in a minimum of wear and correspondingly lengthened life of the bearings.

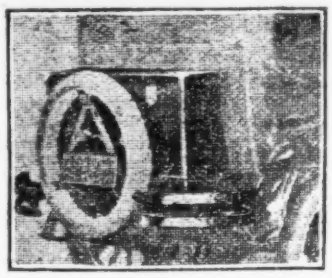
MURRAY CORP. OF AMERICA

The Murray Corporation of America, Russell and Aberle Streets, Detroit, is equipped to build bodies, as well as chassis frames, heavy stampings, fenders, gasoline tanks and similar light stampings. A short time ago, the company absorbed the Murray Body Corporation and the J. W. Murray Company. Dietrich, Inc., is also part of the Murray organization, which produces custom-built bodies for many leading automobile manufacturers.

HARRISON RADIATORS

Among the manufacturers of radiators, the Harrison Radiator Corporation, Walnut and Washburn Streets, Lockport, N. Y., occupies a prominent place. Its product is made by modern standardized methods which insure an unchangingly high quality of the part manufactured, which, from the standpoint of the car buyer, means dependability of product and quick service when same is required.

IMCO STEEL TRUNKS



The Ireland & Matthews Manufacturing Company, Detroit, is producing a full line of steel IMCO trunks, as well as trunk racks designed for the various popular makes of cars. These products are sturdy and their appearance is such as to harmonize with the cars as equipped for which they are intended.

AUTO-LITE SYSTEM

A considerable percentage of the cars sold in 1927 are equipped with the electrical ssytem built up by the Electric Auto-Lite Comapny of Toledo, O. Auto-Lite provides a complete electrical equipment, including generator and ignition unit, and the product is used by Peerless, Willys-Knight, Hupmobile, Flint, Velie, Star, Whippet and other manufacturers.

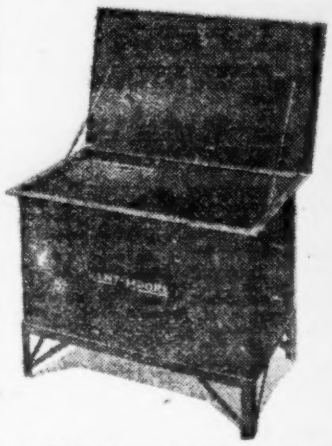
ARROW HEAD PRODUCTS

The Arrow Head Steel Products Company, Minneapolis, Minn., manufactures a line of pistons and piston pins which is obtainable in assortments enabling application of these products on repairs of practically all motors and models.

TRIPLEX SAFETY GLASS

Shatterproof windshield and windows are rapidly increasing in use. The product of the Triplex Safety Glass Company of North America of New York and Hoboken, N. J., has not only a greater breaking strength than plate glass ordinarily used, but in a smash will only crack and not shatter. In this way injuries to driver and passengers are avoided, as has been shown in a great number of accidents of cars equipped with Triplex.

K-M CLEANING TANK



A practical yet reasonably priced cleaning tank, substantially built with detachable parts, tray, base support, drain and heater connections, is manufactured by the Kent-Moore Organization, General Motors Building, Detroit. It is intended primarily for cleaning jobs using kerosene. But it may be used with heated solutions, as connections provide for quick and easy attachment of oil or gas heater. An oil vapor heater for use with this tank is also made by the K-M organization.

EGYPTIAN LACQUERS

A complete line of lacquers for finishing or refinishing car bodies —including primers, thinners and enamels—is made by the Egyptian Lacquer Manufacturing Company, New York city. All of these liquids are quick-drying and applied by means of spray equipment, consisting in principle of a paint tank, a supply of compressed air and a spray gun, with nozzle, to regulate the application of the lacquer. The Egyptian lacquer is among the most extensively used paint products, and gives a beautiful durable finish, which is easily kept clean.

U. S. L. BATTERIES

More than 13,000 dealers and service establishments today make up the organization that stands ready to render prompt service to buyers and users of the batteries manufactured by the United States Light and Heat Company, Niagara Falls, N. Y. This represents an organization growth of approximately 1,900 per cent. since 1919, and the corresponding increase in replacement sales is shown by the fact that U. S. L. distributors recently have sold as many batteries in one month as were sold during the entire year of 1919.

RIVES PEDAL PADS

The Standard Motor Parts Company, Chicago, manufactures the Rives pedal pads for brake and clutch pedals, the use and popularity of which are rapidly increasing among the driving public. Driving conditions in most American cities are such that operator's feet are rarely idle, and the use of Rives pedal pads greatly reduces the strain that goes with the work, to say nothing of saving shoe leather.

BENDIX BRAKES

The increasing street and road traffic in all sections of this country has been a great factor in extending the use of four-wheel brakes, which make it possible to stop cars unfailingly within a very short distance. Mechanical four-wheel brakes of three-shoe type, with Bendix-Perrot control, have been developed by the Bendix Brake Company, South Bend, Ind., division of the Bendix Corporation, Chicago.

UNIQUE FLAG HOLDER

The line of the J. C. McAdams Company, Long Island City, N. Y., includes flag holders fitting all Moto Meters. The holders are easily and quickly installed and may be used for one, two or three flags.

MEN YOU WILL MEET AT THE 27TH ANNUAL SHOW

(Continued from Page 32)

ENTERPRISE PRODUCTS COMPANY, Chicago, Ill. **Space S. H. 2d Fl. 236-237.**

FABRIC BODY CORPORATION, Detroit, Mich. At the **CONGRESS:** K. L. Childs, W. W. Gedge.

FAFNIR BEARING COMPANY, New Britain, Conn. At **806 W. Washington Blvd.** R. M. Ring, mgr. Chicago office; E. W. Lafferty; T. C. Waddell.

FEDERAL BEARINGS COMPANY, INC., Poughkeepsie, N. Y. At the **CONGRESS.** H. A. Schatz, treas.; H. F. Peterson, sales mgr.; Edw. Peterson, Chicago rep.; Philip A. Glass, Detroit rep.

FEDERAL PRESSED STEEL COMPANY, Milwaukee, Wis. **Space Col. Gal. 97-98** At the **CONGRESS.** George F. Markham; J. G. Cowling; F. D. Hansen; F. C. Burnett.

FER-MAS COMPANY, Newark, N. J. **Space S. H. 2d Fl. 201-202.**

FERRO STAMPING & MFG. COMPANY, Detroit, Mich. At the **CONGRESS.** W. C. Devereaux, pres. and gen. mgr.; Dean E. Baskerville, sales engr.

FERRY CAP & SET SCREW COMPANY, Cleveland, Ohio. At the **CONGRESS.** H. D. North, vice-pres. and sales mgr.; W. M. Leach, mgr. Detroit office; A. L. Whittemore, mgr. Chicago office; W. J. Graham, Chicago office.

FIRESTONE TIRE & RUBBER COMPANY, Akron, Ohio. At the **CONGRESS.** L. G. Fairbank; G. M. Kryder; E. C. Leach; W. D. Zahrt; L. R. Jackson; M. E. Ake; J. E. Hale; R. E. Lee, Jr.; E. F. Parker; J. F. Cast; H. H. Taylor, E. F. Mayne; H. W. Darrow; A. B. Droeger.

FITZGERALD MANF'G. COMPANY, Torrington, Conn. **Space Col. Gal. 137.** At the **CONGRESS. B. G. Peck;** at the **MORRISON,** R. R. Rosborough. At **15 E. 9th St.,** H. C. Thanasse.

FLEMING MACHINERY COMPANY, Worcester, Mass. **Space N. H. Gal. 62.**

IRVING FLORMAN COMPANY, New York, N. Y. **Space S. H. 2d Fl. 227.**

FLOWER SPECIALTY COMPANY, Rochester, N. Y. **Space S. H. 2d Fl. 240-241.**

FIOBERTH, INC., Cleveland, Ohio. **Space Col. Gal. 101.** At **2019 S. Michigan Ave.** W. J. Chellew; Carl J. DeWitt; Alan F. Cannon.

WILLIAM FORD & COMPANY, Detroit, Mich.. At the **CONGRESS.** William Ford; H. D. Millard; C. B. Soderquist; D. B. Merchant.

FORMICA INSULATION COMPANY, Cincinnati. At the **PEARSON:** R. W. Lytle.

G. & O. MFG. COMPANY, New Haven, Conn. Charles Oppe, Eaton G. Edwards.

GABRIEL SNUBBER MFG. COMPANY, Cleveland. **Space Col. Gal. 122-123.** At the **BLACKSTONE:** George H. Ralls, pres.; Stanley C. Cline, sales mgr.

GEMMER MFG. COMPANY, Detroit. **Space Col. Gal. 138.** At the **DRAKE:** E. P. Hammond, pres.; G. E. Wilder, vice-pres. and sales mgr.; J. P. Moran, vice-pres. and production mgr.; F. T. Phillips, sales engr.; T. Ray Johnston, sales engr.; M. A. Moynihan, sec. and treas.

GENERAL CHRONIUM CORP., Detroit. **Space Col. Gal. 125.**

GENERAL ELECTRIC COMPANY, Schenectady, N. Y. **Space Col. Gal. 82-83.**

GENERAL EQUIPMENT CORP., Kalamazoo, Mich. **Space N. H. Gal. 28-31.**

GENERAL PARTS CORP., Flint, Mich. At the **BLACKSTONE:** L. H. Bridgman, pres.; Dallas E. Winslow, sec. and treas.

GENERAL TIRE AND RUBBER COMPANY, Akron, O. W. G. McCruden, care Chicago Branch.

GETSINGER-FOX COMPANY, Detroit. At the **DRAKE:** R. C. Getsinger, C. L. Fox.

GITS BROTHERS MFG. COMPANY, Chicago. **Space S. H. 152.** At **1940 So. Kilbourn Ave.:** Frank Zeman, R. J. Gits, O. T. Morgan.

GLASS MOBILE CORP., Detroit. At the **PALMER HOUSE:** W. Carl Loud, pres.; Henry F. Belcher, vice-pres.; L. C. Maurer, sales mgr.

GLOBE RUBBER AND TIRE COMPANY, INC., Trenton, N. J. J. S. Broughton, W. C. A. Henney.

B. F. GOODRICH RUBBER COMPANY, Akron, O. At the **CONGRESS:** H. C. Miller, gen. sales mgr.; Robert M. Knight, manufacturers' sales div.; O. C. Reavill, spec. rep. At the **BLACKSTONE:** Gregory Flynn, mgr. manufacturers' sales div.; C. O. Gleghorn, manufacturers' sales div.

GOULD STORAGE BATTERY COMPANY, INC., Chicago. At **32 W. Randolph St.:** All representatives.

GRAHAM-PATCHEN MFG. COMPANY, Shore, Pa. At the **NEW SOUTHERN:** D. F. Graham, J. C. Patchen.

GRAND RAPIDS METALCRAFT CORP., Grand Rapids, Mich. At the **BLACKSTONE:** R. W. Hook, pres.; J. B. Eckenroue, vice-pres.; Ralph De Boer, chief eng.

GRISWOLD MOTOR AND BODY COMPANY, Detroit. At the **BLACKSTONE:** Louis S. Smith.

GROLAN MFG. COMPANY, Dayton, O. Frank A. Groves, pres.

H. C. S. CAB MFG. COMPANY, Indianapolis, Ind. At the **CONGRESS:** H. K. Grubb, pres.; C. C. Merz, treas.; C. G. McDonough, sales mgr.; A. C. Shuart, chief eng.; S. E. Ham, prod. mgr.

L. P. HALLADAY COMPANY, Waukegan, Ill. **Space Col. Gal. 130-131.**

HALSTEAD SPECIALTIES COMPANY, New York. **Space N. H. Gal. 61.**

HAMILTON-WADE COMPANY, Brockton, Mass. **Space S. H. 2d Fl. 225.**

HANDY GOVERNOR CORP. AND HANDY CLEANER CORP., Detroit. A. A. Bull, pres. and gen. mgr.; J. L. Sebring, sales mgr.

HARDIE MFG. COMPANY, Hudson, Mich. **Space N. H. Gal. 35.**

EDWARD V. HARTFORD, INC., Jersey City, N. J. **Space Col. Gal. 92.** At the **NEW PALMER HOUSE:** R. P. Sanborn, sales mgr.; William Felderman, R. W. Ackley, sales rep.

HARVEY SPRING AND FORGING COMPANY, Racine, Wis. **Space Col. Gal. 127.**

HASSLER MFG. COMPANY, Indianapolis. **Space S. H. 2d Fl. 153.**

MAJOR B. HAWXHURST COMPANY, Detroit, Mich. At the **CONGRESS:** Major B Hawxhurst.

HAYES IONIA COMPANY, Grand Rapids, Mich. At the **PALMER HOUSE:** A. A. Anderson, sec. and treas.; A. A. Ginsburg, gen. mgr.; W. W. Hoagland, pur. agt.; R. F. Anderson, engr.; H. J. Hayes, pres.

HAYES PUMP AND PLANTER COMPANY, Galva, Ill. **Space N. H. Gal. 8-9.** At the **SHERMAN:** C. A. Dowd, sales mgr.; R. W. E. Hayes, vice-pres.; B. E. Quick, adv. mgr.; Fred Waller, asst. sales mgr.; W. F. Beyers, Ill. and Wisc. repr.; H. S. Robinson, Mich. and Ind. repr.

HENDERSON BROTHERS, Chicago, Ill. **Space S. H. 2d Fl. 158.** At **215 N. DESPLAINES ST.**

HERCULES MOTORS COMPANY, Canton, O. **Space S. H. 2d Fl. 156-157.**

HERSHEY MANUFACTURING COMPANY, Chicago, Ill. At the **BLACKSTONE:** George H. Hunt, vice-pres. At **4711 W. LAKE ST.:** H. C. Hershey, pres.; O. S. Hershey, vice-pres.

HIGHLAND CHEVROLET COMPANY, Detroit, Mich. At the **CONGRESS:** James S. Hunt, pres.; Louis Dalgetz, asst. sales mgr.; Floyd Foren, mgr.; D. Carpenter, sales mgr.; H. M. Buchanan, used car mgr.; J. W. Fielding, asst. mgr.

HILL PRODUCTS CORPORATION, Chicago, Ill. At the **CONGRESS:** E. H. Henley, Edgar Switzer, Ralph E. Rich, T. L. Dodd, H. L. Seven, R. H. Flues, R. deTamble, Irving Cowles, J. J. Bosshard, Carl Schmidt.

HINCKLEY-MYERS COMPANY, Jackson, Mich. **Space N. H. Gal. 47.**

HOBART BROTHERS COMPANY, Troy, O. **Space N. H. Gal. 52.**

HOUDE ENGINEERING CORPORATION, Buffalo, N. Y. **Space Col. Gal. 114-115.** At the **CONGRESS:** A. B. Shultz, pres.; W. A. Clare, gen. sales mgr.; F. A. Wickham, asst. gen. sales mgr.; H. B. Burr, mgr. fac. equipment div.; W. C. Robbins, chief eng.; L. V. Watts, ser. mgr.; E. J. Forbes, mgr. spring cover dept.; J. C. Kelly and Bruce B. Baxter, dist. sales mgrs.

HUB SALES COMPANY, INC., San Francisco, Cal. **Space S. H. 2d Fl. 232-233.**

E. P. HURD, Detroit, Mich. At **7229 SHERIDAN ROAD:** Richard M. Sheridan & Co.

HUTTO ENGINEERING COMPANY, Detroit, Mich. **Space N. H. Gal. 6-7.**

HYATT ROLLER BEARING COMPANY, Newark, N. J. At the **CONGRESS:** H. J. Forsythe, H. O. K. Meister, C. P. Millard, A. W. Scarratt, H. M. Carroll, R. E. Wells, H. A. Brown, Jr.; F. E. Booth, J. G. Monjar, P. N. Overman, J. D. Roach, C. G. Spice, E. A. Cousins, Harvey Watson.

HYDRAULIC PRESSED STEEL COMPANY, Cleveland. At the **CONGRESS:** W. B. Jamieson, fac. mgr.; F. R. Schaefer, sales engr.; E. E. Hemann, salesman; H. F. Davis, mgr. Detroit office; R. E. Hayslett, sales mgr.

ILLINOIS IRON AND BOLT COMPANY, Carpentersville, Ill. **Space Col. Gal. 129.**

IMPERIAL BRASS MFG. COMPANY, Chicago. **Space Col. Gal. 88.** At **1200 W. Harrison St.:** W. S. Noyes, vice-pres.; W. A. Leonard, vice-pres.; C. H. Benson, repr.; W. B. Burnet, W. L. Leonard, A. E. Hallstrom.

IRVING ENGINEERING COMPANY, Buffalo, N. Y. **Space Col. Gal. 134.**

JANSEN MFG. COMPANY, Detroit. At the **CONGRESS:** S. W. Jansen, pres.

JEFFERSON ELECTRIC MFG. COMPANY, Chicago. At **501 S. Greene St.:** J. A. Bennan, J. C. Daley, A. R. Johnson, C. R. Hansen, W. C. Samuels, C. P. Kob.

JOHNSON AUTOMOBILE LOCK COMPANY, St. Louis, Mo. At the **MORRISON:** J. C. Schott, C. L. Johnson, J. F. Hoffmann.

JOHNSON BRONZE COMPANY, New Castle, Pa. At the **DRAKE:** J. J. McQuade, P. J. Flaherty.

KEHAWKE MFG. CO., Minneapolis, Minn. **Space N. H. Gal. 10-11.**

KELLOGG MFG. COMPANY, Rochester, N. Y. **Space N. H. Gal. 74-75.** At the **BLACKSTONE:** J. F. Weller, J. D. Boucher, J. K. Gilchrist, C. S. McMorrow, C. S. Monson, J. Ide.

KELLY-SPRINGFIELD TIRE COMPANY, New York. At the **CONGRESS:** T. S. Lindsey, vice-pres. and gen. sales mgr.; C. A. Jessup, mgr. mfrs. sales.

KELSEY WHEEL COMPANY, INC., Detroit, Mich. At the **BLACKSTONE:** John Kelsey, G. W. Kennedy, William N. Booth, Bert Morley, C. H. Brennan.

KENNEDY CAR-LINER AND BAG COMPANY, Shelbyville, Ind. At **1251 MARQUETTE BLDG.:** George H. Brown.

KENT-MOORE ORGANIZATION, Detroit, Mich. **Space N. H. Gal. 23-24.** At the **DRAKE:** J. E. Moore, W. A. Kent, James Collins.

KINGSLEY-MILLER COMPANY, Chicago, Ill. At the **AUDITORIUM:** Howard F. Kingsley, Robert H. Fulton, J. Silverman, Paul Green.

KINITE CORPORATION, Milwaukee, Wis. At the **DRAKE:** P. H. Dorr, E. J. Mohr, Kenneth Clark, Roy Herbst, J. H. Jerome.

KLAXON COMPANY, Anderson, Ind. At the **CONGRESS:** C. E. Wilson, pres.; R. L. Wilkinson, vice-pres. and sales mgr.

KOKOMO ELECTRIC COMPANY, Kokomo, Ind. **Space Col. Gal. 90.**

LANDERS BROTHERS COMPANY, Toledo, O. At the **CONGRESS:** Ralph A. Landers, pres.; Louis D. Stickney, vice-pres. and sales mgr.; Frank DeWitt, sec.; J. P. Johnston and L. A. Christopher, repr.

LEE TIRE AND RUBBER COMPANY, Conshohocken, Pa. At the **CONGRESS:** H. L. Pettingell, asst. gen. sales mgr. At **3942 FEDERAL ST.:** Claude Platt, mfrs. sales repr.

LEECE-NEVILLE COMPANY, Cleveland, O. At the **PALMER HOUSE:** George S. Cole, sec. and gen. mgr.; B. M. Leece, vice-pres. and chief engr.; W. W. Murray, ser. mgr.; K. A. Eger, asst. engr.; Arthur A. Skinner, gen. sales mgr.; M. A. Eason, salesman; D. S. Cole, research engr.

LIGGETT SPRING AND AXLE COMPANY, Monongahela, Pa. At the **DRAKE:** R. W. Angstman, sales mgr. automotive division; A. A. Adams, western repr.; J. H. Neuhart, gen. mgr.

LINK-BELT COMPANY, Chicago. At the **CONGRESS:** James S. Watson, Alfred Kaufmann, Julius S. Holl, Harry Reisser, Harold Pierce, L. W. Longan.

LIPMAN PUMP WORKS, Rockford, Ill. **Space N. H. Gal. 22.** At the **PALMER HOUSE:** E. P. Reber, gen. mgr.; E. L. Hall, J. H. Tritz, E. Allaben, H. E. Burns.

LISLE MFG. COMPANY, Clarinda, Ia. **Space N. H. Gal. 17 to 19.**

LONG MFG. COMPANY, Detroit. At the **CONGRESS:** J. L. Dryden, A. L. Swank, L. J. Loranger, J. G. Donaldson, E. E. Wemp.

LORRAINE CORP., Chicago. **Space Col. Gal. 132-133.** At **341 E. Ohio St.**

LOVEJOY MFG. COMPANY, Boston. **Space Col. Gal. 118.** At the **DRAKE:** Ralph M. Lovejoy, pres.; George A. Crittenden, gen. sales mgr.; Frank P. Herman, fac. rep.; John J. Kiley, dist. rep.

LYCOMING MFG. COMPANY, Williamsport, Pa. At the **CONGRESS:** W. H. Beal, sec. and sales mgr.; O. E. Hopler, sales engr.; Z. H. Whiteman, Jr., sales mgr.; F. M. Bender, asst. gen. mgr.; E. D. Herrick, chief engr.

McKEE GLASS COMPANY, Jeannette, Pa. At **17 N. Wabash Ave.** Kelly & Reasner.

McQUAY-NORRIS MFG. COMPANY, St. Louis, Mo. At the **BLACKSTONE:** W. K. Norris, pres.; L. A. Safford, vice-pres.; A. G. Drefs, sec.-treas.; A. J. Mummert, chief engr.; C. C. Tapscott, adv. mgr.; H. W. Knapp, dist. sales mgr.; H. C. Coleman, dist. sales mgr.; R. G. Torrance, dist. sales mgr.; E. G. Norris, dist. sales mgr.; H. A. Wainwright, R. F. Crom, C. R. Wippern, D. A. Dow.

MANLEY MFG. COMPANY, York, Pa. **Space N. H. Gal. 17 to 19.**

MARLIN-ROCKWELL CORP., Jamestown, N. Y. At the **PALMER HOUSE:** A. C. Davis, vice-pres. and gen. mgr.; L. A. Cummings, chief engr.; G. A. Buckbee, Gurney division.

MARQUETTE PETROLEUM PRODUCTS COMPANY, Chicago. At **851 Marquette Bldg.:** Harry J. O'Rourke, pres. and gen. mgr.; Harry E. Robert, sales mgr.

MARSH ALL ELECTRIC COMPANY, St. Louis, Mo. **Space N. H. Gal. 53.**

MARTIN-PARRY CORP., York, Pa. At the **PALMER HOUSE:** R. P. Henderson, vice-pres. and gen. sales mgr.; J. A. Callahan, vice-pres. and gen. mgr.; G. W. Hall, regional mgr.; R. G. Seibert and C. W. Gottman, district sales mgr. At the **BLACKSTONE:** Claire L. Barnes, vice-pres.

MARVEL CARBURETOR COMPANY, Flint, Mich. At the **CONGRESS.** J. R. Francis, gen. mgr.; Don P. Molony, sales mgr.

METAL SPECIALTIES MFG. COMPANY, Chicago, Ill. At **3208 Carroll Ave.** L. W. Golder, treas. and gen. mgr.; C. A. Wells, sales mgr. Auto Div.; Geo. Fritz, asst. sales mgr.; V. R. Peterson, credit mgr. At the **DRAKE:** R. W. Angstman, Detroit repr.

METAL STAMPING COMPANY, Long Island City, N. Y. **Space Col. Gal. 79.** At the **CONGRESS,** John F. Galvin, Jr.; Otto J. Bauer; Wm. R. Noyes; Raymond E. Lyon.

METROPOLITAN BODY COMPANY, Bridgeport, Conn. **Space S. H. 2d Fl. 250 to 253.**

MICHIGAN REPLACEMENT PARTS COMPANY, Detroit, Mich. At the **SHERMAN:** Henry Schuman, pres.

MIDWEST STEEL & SUPPLY COMPANY, Bradford, Pa. **Space S. H. 2d Fl. 230-231.**

MILWAUKEE TOOL AND FORGE COMPANY, South Milwaukee, Wis. **Space N. H. Gal. 50.**

MODEL BODY CORPORATION, Detroit, Mich.. At the **CONGRESS.** Walter F. Thompson, pres. and gen. mgr.

MONA MOTOR OIL COMPANY, Toledo, Ohio. At the **CONGRESS.** H. A. Searle; H. A. Searle, Jr.

MONARCH BUMPER MANF'G COMPANY, Detroit, Mich. At the **PALMER HOUSE.** Geo. F. Otte, sales mgr.; L. S. Nash, sec.-treas.; J. A. Humphries, engr.; I. N. Allen, dir.

MORRISON MOTOR SALES, Wyandotte, Mich. At the **DRAKE.** B. H. Morrison.

MOT-ACS, INC., New York, N. Y. **Space Col. Gal. 136.**

MOTOR METER COMPANY, INC., Long Island City, N. Y. **Space Col. Gal. 76 to 78.** At the **DRAKE.** E. V. Hennecke; C. F. Hennecke; J. J. Tobias; J. L. Hennecke; R. M. Johnson; T. Murchie; C. P. Hennecke; A. S. Otton. At the **BLACKSTONE,** Jerry J. Tobias, equip. sales mgr.

MOTOR IMPROVEMENTS, Inc., Newark, N. J. **Space Col. Gal. 113.** At the **DRAKE:** James A. Abeles, vice-pres. At the **BLACKSTONE:** John M. Clarke, sales mgr.; L. W. Williams, sales engr.

MOTOR SERVICE, Chicago, Ill. **Space N. H. Gal. 54.** At **549 West Washington Blvd.**

MOTOR PRODUCTS CORPORATION, Detroit, Mich. At the **DRAKE:** H. J. Stoops, vice-pres.; W. B. Geimel, vice-pres.; C. B. Parsons, sales engr.; V. C. Page, E. M. Fitzgerald, O. J. Crowe, J. H. McMullen, W. J. Maul, R. P. Ewart.

MOTOR SPECIALTIES CORPORATION, Detroit, Mich. At the **CONGRESS:** J. C. Lobdell.

MOTOR WHEEL CORPORATION, Lansing, Mich. At the **DRAKE:** H. F. Harper, pres. and gen. mgr.; D. L. Porter, vice-pres.; J. B. Siegfried, gen. sales mgr.; C. C. Carlton, sec. dir of sales and adv.; W. C. Brock, vice-pres., gen. mgr. of Memphis plant; A. S. Van Halteren, chief engr.; M. W. Taber, sales engr.; L. O. Benner, pressed steel sales mgr.

MOTORS METAL MANUFACTURING COMPANY, Detroit, Mich. At the **LA SALLE:** Robert R. McMath, gen. mgr.; George S. Shanahan, asst. gen. mgr.; Ferris B. Fick, gen. sales mgr.

MULLINS BODY CORPORATION, Salem, Ohio. C. C. Gibson, pres.; F. P. Mullins, vice-pres. and sec.; F. L. Fralick; G. F. Keyes.

L. F. MULLIN COMPANY, Detroit, Mich. At the **BLACKSTONE:** L. F. Mullin.

MULTIBESTOS COMPANY, Walpole, Mass. At **1241 South Michigan Ave.:** R. S. Cotter, A. M. Yocum, C. C. Miner.

NACLITE DISTRIBUTOR OF ILLINOIS, New York, N. Y. **Space S. H., 2d Fl., 184 to 186.**

NATIONAL ALUMINUM COMPANY, Racine, Wis. At the **PALMER HOUSE:** John Boitano. At the **ATLANTIC:** R. R. Schack.

NATIONAL STANDARD COMPANY, Niles, Mich. R. W. Smith, sales mgr.; R. P. Babcock, sales repr.; D. J. McClue, sales repr.

NEW DEPARTURE MANUFACTURING COMPANY, Bristol, Conn. DeWitt Page, pres.; F. G. Hughes, vice-pres.; L. G. Sigourney, sec.; F. W. Marschner, Western sales mgr.; T. C. D. Crow, chief engr.; G. W. Fowler, Chicago repr.; B. C. Street, Lisle Gaylord, C. N. House.

NEW ERA SPRING & SPECIALTY COMPANY, Grand Rapids, Mich. At the **SHERMAN:** Smalley Daniels, W. B. Geitz.

NICE BALL BEARING COMPANY, Philadelphia, Pa. At the **BLACKSTONE:** Ralph Woods, sales mgr.; M. H. Lescure, Chicago repr.; C. S. Grave 3d, Detroit repr.

NORMA-HOFFMAN BEARINGS CORP., Stamford, Conn. At the **CONGRESS:** W. M. Nones, pres.; O. P. Wilson, vice-pres.; G. R. Bott, engr.; Norman Bell, asst. sales mgr.; D. E. Batesole, asst. engr.; T. J. Harley, Chicago office; Ralph E. Hecker, Cleveland office.

NORLIP COMPANY, Chicago, Ill. At the **CONGRESS:** C. A. Norton, pres.; E. E. Jewell, treas.; A. M. Landaker, vice-pres. and sales mgr.; A. C. Lippert, sec.; C. Lindstrom, pur. agt.; H. I. Malsby; E. J. Casey, H. M. Greene and G U. Meeder, salesmen.

NORTH EAST ELECTRICAL COMPANY, Rochester, N. Y. At the **CONGRESS:** T. L. Lee, chief engr.; J. C. Halbleib, spec. repr.; D. M. Gardiner, sales mgr.; R. L. Trube, salesman.

NORTH EAST SERVICE, INC., Rochester, N. Y. At the **CONGRESS:** R. J. Kelleher, vice-pres.; K. O. Wolcott, asst. gen. mgr.; W. K. Lee, sales mgr.; Elmer Kehoe, service engr.

NORWALK AUTO PARTS COMPANY, Norwalk, Ohio. At **326 W. Madison St.** Carl H. Hoper.

O. K. VACUUM BRUSH COMPANY, Chicago, Ill. **Space S. H. 2d Fl. 238-239.** At **115 So. Dearborn St.**

OAKES COMPANY, Indianapolis, Ind. At the **BLACKSTONE:** Claire L. Barnes, vice-pres.; L. J. Schneider, sales mgr.; F. A. Smith, chief engr. At the **PALMER HOUSE:** J. F. Jenks and W. C. Allen, salesmen.

OCHROME VALVE COMPANY, Baltimore, Md. At the **DRAKE:** E. A. Ewing, sales mgr.; R. W. Angstman, Detroit repr.

OHIO PARTS COMPANY, Cincinnati, Ohio. At the **LA SALLE:** H. C. Terrell, J. Frank Keegan.

OLDBERG MANUFACTURING COMPANY, Detroit, Mich. At the **LORRAINE:** Virgil Oldberg.

OVERHEAD DOOR CORP., Hartford City, Ind. **Space S. H. 2d Fl. 226.** C. G. Johnson, R. M. Beall, A. L. Thomas.

OWEN-DYNETO CORP., Syracuse, N. Y. **Space Col. Gal. 103.** At the **BLACKSTONE:** R. M. Owen, pres.; H. L. Bill, vice-pres. and gen. mgr.; D. C. Bayne, treas.; C. W. Butterfield, sales mgr.; H. S. Crawford, ser. mgr.

PACIFIC RIM TOOL COMPANY OF CLEVELAND, Cleveland, O. **Space N. H. Gal. 25.** At the **LA SALLE:** W. T. Kennedy.

PACKARD ELECTRIC COMPANY, Warren, O. At the **NEW PALMER:** B. N. MacGregor, N. A. Wolcott. At **610 Wrigley Bldg.:** F. B. Duncan.

PENBERTHY INJECTOR COMPANY, Detroit, Mich. At the **DRAKE:** C. B. Johnson, F. O. Ball, D. A. Gauthier.

PENNZOIL COMPANY, Oil City, Pa. At the **CONGRESS:** C. L. Suhn, pres.; R. A. Browne, gen. mgr.; E. R. Preble, adv. dept.; H. L. Shamburg, Chicago mgr.

PERFECT CIRCLE COMPANY, Hagerstown, Ind. At the **PALMER HOUSE:** Macy O. Teetor, asst. sales mgr.; Ralph Teetor, engr.; Lothair Teetor; sales mgr.; George Keagy, prod. mgr.; Charles N. Teetor, gen. mgr.

PERFECTION HEATER AND MFG. COMPANY, Cleveland, O. **Space Col. Gal. 124.** At the **BLACKSTONE:** C. S. Pelton, pres. and gen. mgr.; E. L. Casey Jones, vice-pres. and dir. of sales; G. H. Guest, sales mgr.; J. H. Shoemaker, distribution mgr.; S. V. Rose, Detroit repr.; F. G. Adams and C. F. Keene, district repr.

PHINNEY-WALKER COMPANY, INC., New York. At the **SHERMAN:** J. F. Hennessey. At **1341 Touhy Ave.:** Carl Vaughn.

PINES WINTERFRONT COMPANY, Chicago. **Space Col. Gal. 147.** At **401 Sacramento Blvd.:** Charles A. Pipenhagen, H. H. Crawford, C. Nielsen, Jr.; F. E. Beach, F. A. Sonneborn, G. Lecarpentier.

PRENTISS-WABERS PRODUCTS COMPANY, Wisconsin Rapids, Wis. At the **LA SALLE:** M. Woolf, vice-pres. and sales mgr.

PREST-O-LITE COMPANY, INC., Indianapolis, Ind. At the **CHICAGO CLUB:** R. J. Hoffman, J. H. McDuffee, John D. Ristine.

PURITAN AUTOPARTS COMPANY, Detroit, Mich. At the **CONGRESS:** A. O. Dunk, pres.; O. R. Taylor, sec.

PYRENE MFG. COMPANY, Newark, N. J. **Space Col. Gal. 84.** At the **PALMER HOUSE** and **DRAKE:** Walter Bauer, pres.; J. P. Maloney, gen. sales mgr.; C. M. Bunnell, sales mgr.

RAYBESTOS COMPANY, Bridgeport, Conn. W. H. Humphries.

RECTIFIER MFG. COMPANY, Chicago, Ill. **Space Col. Gal. 149.**

RED WING SPRING COMPANY, Chicago, Ill. **Space S. H. 2d Fl. 248-249.**

REX MFG. COMPANY, Connersville, Ind. **Space S. H. 2d Fl. 178 to 183.** At the **CONGRESS:** C. C. Hull, pres.; M. R. Hull, fac. mgr.; **M. L. Hull,** vice-pres.; R. H. Crawford, sales mgr.; **E. P. Myers,** export mgr.

(Continued on Page 37)

MEN YOU WILL MEET AT THE 27TH ANNUAL SHOW

(Continued from Page 36)

RINE MOTOR SALES AND SERVICE COMPANY, Detroit, Mich. At the **EDGEWATER BEACH:** James Rine, Nicholas Rine, Lionel Dube, Franklin Ballmer, Glen Fleming, W. J. Quinn, W. L. Strong.

ROBERTS BRASS MFG. COMPANY, Detroit, Mich. At the **LA SALLE:** W. H. Roberts, pres.; E. W. Roberts, vice-pres. and gen. mgr.

ROBINSON ARO-AUTO SIGNAL COMPANY, New York. **Space S. H. 2d Fl. 234-235.**

ROLLAWAY MOTOR COMPANY, Toledo, O. C. A. Pennoyer, gen. mgr.; W. E. Alvard and W. R. Flagg, salesmen.

ROMAR PRODUCTS CORP., Chicago, Ill. At the **BLACKSTONE:** W. F. Martin.

ROME-TURNEY RADIATOR COMPANY, Rome, N. Y. At the **LA SALLE:** W. L. Lynch, pres. and gen. mgr.; W. J. Beasley, sales dept.

LOUIS ROSE BUICK COMPANY, Detroit. At the **PALMER HOUSE:** Louis Rose, F. C. Bowles.

ROSS GEAR & TOOL COMPANY, Lafayette, Ind. **Space Col. Gal. 91.** At the **BLACKSTONE:** D. L. Ross, pres. and treas.; D. E. Ross, vice-pres. and gen. mgr.; Edward A. Ross, sec. and sales mgr.; F. F. Chandler, chief engr.; H. A. Dick, sales engr.; S. L. Bradley, sales engr.; F. C. Scrimsher, mgr. replacement sales; John E. Jarrell, serv. engr.; F. H. Davis, serv. engr.

ROTH BROTHERS & CO., Chicago, Ill. **Space N. H. Gal. 1-13.2** At **1400 West Adams St.**

RUSSELL MANUFACTURING COMPANY, Middletown, Conn. At the **CONGRESS:** W. C. Munson. At **1442 South Michigan Ave.:** W. S. Hadley, Harold Wyman.

RUSSELL & ERWIN MANUFACTURING COMPANY, New Britain, Conn. At **435 North Michigan Ave.:** J. T. Usher.

RYAN SALES ENGINEERING COMPANY, Detroit, Mich. At the **BLACKSTONE:** N. C. Foss, Harry Roettinger, E. T. Erdmann, C. A. Craig, W. B. Gleeson, C. M. Hyde, L. P. Chittenden.

S. K. F. INDUSTRIES, New York, N. Y. At the **CONGRESS:** S. B. Taylor, asst. pres.; R. H. DeMott, gen. sales mgr.; C. L. Drake, auto. div. sales dept.; W. E. McIlroy and M. F. Petrie, sup. distrib.; W. F. Temple, Cleveland dist. mgr.; C. R. Mabley, Detroit dist. sales mgr.; F. J. Rider, Indianapolis dist. sales mgr.; J. B. Castino, W. B. Pusey and A. Alven, Chicago dist. repr.

SAFE-T-STAT COMPANY, Brooklyn, N. Y. **Space S. H., 2d Fl., 212-213.** At the **CONGRESS:** Fred W. Kohl, H. V. Slawter, H. G. Strickler, M. D. Stone.

SAFETY VULCANIZER COMPANY, Chicago, Ill. **Space N. H. Gal. 12-13.** At **1633 North Halsted St.:** W. W. Jarrett, R. C. Jones, L. O. Orange, R. D. Mock.

SALISBURY AXLE COMPANY, Jamestown, N. Y. At the **BLACKSTONE:** C. A. Dana, pres.; C. M. Kaltwasser, vice-pres.; F. P. Hall, Jr., chief engr.; A. J. Carlson, sales mgr.; J. Coapman, sales engr.

A. SCHRADER'S SON, Inc., Brooklyn, N. Y. **Space Col. Gal. 85.** At the **CONGRESS:** A. G. Underwood, E. J. Koch, Fred Eckhoff, Chas. Roach, A. E. Fay, G. Pechek, Chas. Kuecke, E. H. McClure.

SCHREIBER MOTOR SALES, Detroit, Mich. At the **BLACKSTONE:** Alvin E. Schreiber, pres.; Irving Schreiber, sec. and treas.

SCHWITZER-CUMMINS COMPANY, Indianapolis, Ind. At the **DRAKE:** Louis Schwitzer, pres.

SCULLY STEEL & IRON COMPANY, Chicago, Ill. **Space N. H. Gal. 57.**

SERVEL MFG. COMPANY, Evansville, Ind. At **230 South Clark St.** G. K. Specht, sales mgr.; Mr. Nehrbas, vice-pres.

SEWELL CUSHION WHEEL COMPANY, Detroit, Mich. At the **PALMER HOUSE:** Herbert J. Sewell, pres.

SHELDON AXLE AND SPRING COMPANY, Wilkes-Barre, Pa. **Space S. H. 2nd Fl. 214-216.** At the **PALMER HOUSE:** Alfred Weiland; C. F. Griemsman; Allan A. Floyd; Wm. M. Cox; A. Harry Levine.

SHERE METAL PRODUCTS CORP., Chicago, Ill. **Space S. H. 2d Fl. 203-204:** At **549 West Washington St.**

SHOEMAKER AUTOMOTIVE EQUIPMENT COMPANY, Freeport, Ill. **Space N. H. Gal. 44.** At the **SOUTHERN:** H. C. Shoemaker, J. Linn, sales mgr.; G. W. Cooke, sales rep.

SHULER AXLE COMPANY, INC., Louisville, Ky. At the **BLACKSTONE:** W. E. Dugan, pres. and gen. mgr.; W. H. May, vice-pres.; H. R. Silver, sec.; G. A. Dougherty, pur. agt.

SIEG-WARFORD COMPANY, Chicago, Ill. **Space S. H. 2nd Fl. 195-198.** At **2343 So. La Salle St.**

SIMONIZ COMPANY, Chicago, Ill. At **2114 Indiana Ave.:** Elmer Rich; R. J. Rich; Barry Cool; G. T. Rich; Harry Maas; H. F. Julian.

SIMPLEX AUTOMOTIVE DISTRIBUTORS, INC., Chicago, Ill. **Space S. H. 2nd Fl. 228-229.**

SIMPLEX PISTON RING SALES COMPANY, Chicago, Ill **Space S. H. 2nd Fl. 254-255.**

SIMPLICITY MAN'FG. COMPANY, Port Washington, Wis. **Space N. H. Gal. 55.**

SINCLAIR CONSOLIDATED OIL CORP., New York, N. Y. C. M. Larson; Howard Cooper; D. L. Hoober; L. P. Pochridge.

A. O. SMITH CORP., Milwaukee, Wis. At the **DRAKE:** John P. Kelly, sales mgr.; F. W. Lawrence, Detroit rep.; J. C. Dopke, sales mgr.

JOSEPH N. SMITH & CO., Detroit. At the **CONGRESS:** F. E. Brown, Sr. vice-pres. and gen. mgr.; H. P. Williams, sales mgr.

SNAP-ON WRENCH COMPANY, Chicago. **Space 32-33.** Stanton Palmer, Joseph Johnson, C. W. Edwards, C. H. Tennyson, F. H. Wendell.

SOSS MFG. COMPANY, Brooklyn. At the **CONGRESS:** Andrew Ten Eyck, Detroit dist. mgr.

SOUTH BEND LATHE WORKS, South Bend, Ind. **Space N. H. Gal. 26-27.**

SPEEDNUT WRENCH CORP., Chicago. **Space N. H. Gal. 56.** At **190 N. State St.**

SPICER MFG. CORP., Plainfield, N. J. At the **CONGRESS:** C. A. Dana, pres.; R. E. Carpenter, vice-pres.; C. W. Spicer, vice-pres.; William Fairhurst, sales mgr.; C. W. Keegin and H. W. Topley, sales repr.

STANDARD STEEL BEARINGS, INC., Plainville, Conn. At the **NEW PALMER:** W. H. Hill, sales mgr.; L. A. Cummings, chief engr.; H. A. Oswald and G. C. Warner, sales repr.; A. E. Fawley, engr.; E. J. McAvay.

STANLEY WORKS, New Britain, Conn. At **73 E. Lake St.:** Fred McFawn and Frank M. White, sales rep.

STEELCOTE MFG. COMPANY, St. Louis, Mo. **Space Col. Gal. 135.**

STEPHENSON PROTECTAHOOD CORP., Auburn, N. Y. **Space S. H. 2d Fl. 244-245.**

STEVENS WALDEN-WORCESTER, INC., Worcester, Mass. **Space N. H. Gal. 15-16.** At the **BLACKSTONE:** Louis Schwab, Walter Rinck, A. E. Bott, J. J. McGuckin, George M. Peterson.

STROM BEARINGS COMPANY, Chicago. At the **CONGRESS:** G. A. Strom, M. E. Monk, C. B. Wisenburgh, H. N. Parsons, L. A. Hillman, C. T. Olson, H. R. Higgins.

STROM STEEL RAIL COMPANY, Chicago. At the **CONGRESS:** G. A. Strom, H. E. Johnson.

STROMBERG MOTOR DEVICES COMPANY, Chicago. At **68 East 25th St.**

STOVER SIGNAL ENGINEERING COMPANY, Racine, Wis. **Space Col. Gal. 109-110.**

SUPER SMART STUDIOS, INC., Chicago. **Space S. H. 2d Fl. 150.**

SWAM CARBURETOR COMPANY, Cleveland, Ohio. At the **BLACKSTONE:** C. S. Pelton, pres. and gen. mgr.; E. L. Casey Jones, vice-pres.; G. H. Guest, sales mgr.; J. H. Shoemaker, dist. mgr.; S. V. Rose, Detroit repr.; C. F. Keene, dist. repr.; J. W. Swan, vice-pres. and con. engr.; F. L. Grant, experimental engr.; C. A. Kirkham, chief engr.

SYKES COMPANY, Chicago, Ill. At the **CONGRESS:** Aubrey L. Sykes, pres.; James H. Rowley, vice-pres.; Hiram Browne, gen. mgr.; E. M. Schmidt, sales dept.

TEMME SPRING CORPORATION, Chicago, Ill. At **65 East 28th St.:** W. E. Mann, pres.; H. G. Kastilahn, vice-pres.

TERNSTEDT MANUFACTURING COMPANY, Detroit, Mich. At the **BLACKSTONE:** P. W. Seiler, pres. and gen. mgr.; T. P. Archer, vice-pres. and fac. mgr.; F. M. Edgar, chief engr.; E. E. Heintz, Wm. Schnell and J. B. Flinn, experimental engr.; D. E. Humphrey, sales mgr.; J. H. McPhail, asst. sales mgr.; P. J. Nelson, W. A. Maher and F. E. Burch, salesmen.

TEXTILE LEATHER COMPANY, Newark, N. J. At the **CONGRESS:** E. H. Townsend, sales dir. At **1333 Tribune Tower Building:** E. F. Griffin.

THERMOID RUBBER COMPANY, Trenton, N. J. At the **CONGRESS:** H. R. Portugal, C. A. Schell, F. A. Scharpe, F. R. Lee.

JOHN H. THOMPSON COMPANY, Detroit, Mich. At the **CONGRESS:** C. G. Sharpe, gen. mgr.; John F. Evans, gen. sales mgr.; Richard Carhart and Lee Force, sales mgr. At the **AUDITORIUM ANNEX:** John H. Thompson, pres.

THOMPSON PRODUCTS, Inc., Cleveland, Ohio. At the **DRAKE:** W. D. Bartlett, C. W. Miller, E. G. Thompson, F. C. Crawford, L. M. Clegg.

THOMPSON PRODUCTS, Inc., Detroit, Mich. At the **LA SALLE:** F. C. Crawford, vice-pres. and gen. mgr.; L. J. Scott, sales mgr.; M. P. Graham, chief engr.; J. T. Duffy, supt.; M. H. Alldredge and F. C. Hill, sales; G. A. Lewis, pur. agt.

THORN MACHINE TOOL CORPORATION, Syracuse, N. Y. At the **DRAKE:** R. W. Angstman, Detroit rep.

TILLOTSON MANUFACTURING COMPANY, Toledo, Ohio. At the **CONGRESS:** V. H. Harris, vice-pres.; C. S. Kegerreis, research engr.; G. F. Ritter, engr.; Howard Chaffee, service engr.; C. F. Cribbs, service engr.; A. E. Payne, gen. supt. At the **BLACKSTONE:** Harry C. Tillotson, pres.

TIMKEN-DETROIT AXLE COMPANY, Detroit, Mich. At the **BLACKSTONE,** H. W. Alden, ch. of bd.; Fred Glover, pres.; D. S. Devor, vice-pres. in ch. of mfg.; P. W. Hood, vice-pres. in ch. of sales; W. L. Love, asst. to the pres.; W. G. Norris, West repr.; Wm. Bonn, Railway repr.; Chas. Dahlquist, Gabe Hilton and L. R. Buckendale, sales engr.

TIMKEN ROLLER BEARING COMPANY, Canton, Ohio. At the **BLACKSTONE,** E. W. Austin; R. Ballentine; T. V. Buckwalter; R. P. Kelley; L. M. Klinedinst; M. T. Lothrop; H. J. Porter; P. C. Poss; Robert Riblet; Judd Spray; Ernest Wooler, F. J. Druar, Guy W. Waters.

TOLEDO AUTO FABRICS COMPANY, Toledo, O. At the **CONGRESS:** Ralph A. Landers, pres.; Louis D. Stickney, J. P. Johnston and L. A. Christopher, repr.

TONNEAU SHIELD COMPANY, INC., New York, N. Y. **Space Col. Gal. 145.** At the **DRAKE.** Theodore B. Nisbet, pres. and treas.; Phineas Kent, Jr, sec.

TRAINOR NATIONAL SPRING COMPANY, Newcastle, Ind. At the **PALMER HOUSE,** F. J. Trainor, pres.

TRICO PRODUCTS CORP., Buffalo, N. Y. **Space Col. Gal. 96.** At the **BLACKSTONE,** J. R. Oshei, mgr.; C. H. Oshei, equipment mgr.; C. E. Larson, C. F. Conn, jobber div.; H. E. Marshall; W. J. Kent.

TRIPLEX SAFETY GLASS COMPANY of NORTH AMERICA, INC., Hoboken, N. J. At the **DRAKE,** A. L. Haskell; T. A. Calhoun; George H. Hunt.

TRIPP-SECORD & CO., Detroit, Mich. **Space S. H. 2nd Fl. 209-211.**

UNITED AIR CLEANER COMPANY, Chicago, Ill. At **9705 Cottage Grove Ave.** F. F. Paul, gen. sales mgr. At the **Illinois Athletic Club,** J. P. Quam, chief engr.

UNITED MOTORS SERVICE, INC., Detroit, Mich. At the **CONGRESS.** R. S. Lane, pres.; F. A. Oberheu, sales mgr.; D. M. Sweeney, field supervisor.

UNITED STATES CHAIN AND FORGING COMPANY, Pittsburgh, Pa. **Space Col. Gal. 120-121.** At the **PALMER HOUSE,** Frank A. Bond, vice-pres.; Frank L. Campbell, gen. sales mgr.; Fred G. Bremer, gen. sales mgr.; J. T. Caldwell. At the **SHERMAN.:** A. R. Wendell; Harley Morris; F. W. Lasch; Houston Link; R. G. Osborn. At **1815 First National Bank Bldg.,** D. J. Gemmell.

UNITED STATES RUBBER COMPANY, New York. At the **BLACKSTONE:** C. J. Welch, E. E. McMaster and R. E. Sheahan, of Detroit; C. C. Gebring, of Cleveland. At the **DRAKE:** Walter C. Keys, engr. mech. div. Detroit.

UNITY MFG. COMPANY, Chicago. **Space S. H. 2d Fl. 257.** At **254 E. Erie St.**

UNIVERSAL PRODUCTS COMPANY, Detroit. A. A. Warner.

UNIVERSAL SERVICE COMPANY, Brooklyn, N. Y. **Space S. H. 2d Fl. 221-222.**

VACUUM OIL COMPANY, New York. **Space Col. Gal. 86-87.** At **343 S. Dearborn St.:** E. J. Anderle, C. T. Bangs, A. B. Bassi, R. O. Butterfield, L. W. Byrnes, W. B. Chandler, J. S. Keller, G. J. Konvalinka, H. W. Lake, N. B. May, H. F. Osborne, H. R. Pond, C. E. Ritter; A. M. Ryerson, G. B. Speir, G. J. Veague, C. C. Wayman, B. J. Townsend.

VAN AUKEN COMPANY, Pontiac, Mich. **Space S. H. 2d Fl. 242-243.**

VAN DORN ELECTRIC TOOL COMPANY, Cleveland, O. **Space N. H. Gal. 69 to 71.**

VAN METAL WHEEL DIVISION, Erie Malleable Iron Company, Erie, Pa. At the **CONGRESS and ANNEX:** L. L. Kinstler, B. H. Scott.

VAN NORMAN MACHINE TOOL COMPANY, Springfield, Mass. **Space N. H. Gal. 69 to 71.** At the **PALMER HOUSE:** C. E. Van Norman, pres.; R. U. Lynch, sales mgr.; J. Y. Scott, John Mott, H. R. Johnson, L. V. Movey.

VAN WHEEL CORP., Oneida, N. Y. At the **CONGRESS** and **ANNEX:** L. L. Kinstler.

VELLUMOID COMPANY, Boston Mass. At the **SHERMAN:** Charles S. Livingstone, sales mgr.

WADELL ENGINEERING COMPANY, Newark, N. J. **Space N. H. Gal. 43.**

WAGNER ELECTRIC CORP., St. Louis, Mo. At the **BLACKSTONE:** P. B. Postlethwaite, pres.; Burns Dick, ch. en. auto div.; J. A. Geizer, sales mgr. auto div.; J. H. Devoe, ser. mgr.; J. W. Bryant, Detroit dist. mgr.; A. H. Timmerman, vice-pres.; B. B. Sornbury, Chicago ser. mgr.; E. H. Cheney, Chicago dist. mgr.

WALKER MANUFACTURING COMPANY, Racine, Wis. **Space N. H. Gal. 64 to 66.** At the **CONGRESS:** Warren H. Walker, pres.; Warren H. Walker, vice-pres.; J. J. Mizer, engr. At the **DRAKE:** Waillard T. Walker, pres.

WALLACE BARNES COMPANY, Bristol, Conn. At the **BLACKSTONE:** Brown Joyce, gen. sales mgr.

WARNER GEAR COMPANY, Muncie, Ind. At the **BLACKSTONE:** R. P. Johnson, C. S. Davis, E. B. Baltzly, H. J. Garceau, J. M. Simpson.

WARNER-PATTERSON COMPANY, Chicago, Ill. At **920 South Michigan Ave.:** J. H. Cattell, W. B. Inderrieden, H. H. Allyn, A. P. Warner, P. P. Willis.

JOHN WARREN WATSON COMPANY, Philadelphia, Pa. **Space S. H. 2d Fl. 154-155.** At the **LA SALLE:** J. W. Watson, pres.; V. W. Dow, mgr. of distrib.; M. H. C. Spiers, pub. mgr.; F. C. Nicholson, ser. engr.; J. J. Heines, installation engr.; H. E. Smith, A. P. Gannon, K. W. Hildebrand and F. M. Heller, sales repr.

WATTS-MOREHOUSE COMPANY, Jackson, Mich. **Space S. H. 2d Fl. 151.**

WAUKESHA MOTOR COMPANY, Waukesha, Wis. **Space Col. Gal. 119.** At the **DRAKE:** C. B. Stebbins, P. C. Ritchie.

WEAVER MANUFACTURING COMPANY, Springfield, Ill. **Space N. H. Gal. 36 to 38.** At the **PALMER HOUSE:** C. F. Hodgson, L. F. Marshall, W. A. Nelson, M. F. Colvin.

WEDLER-SHUFORD COMPANY, St. Louis, Mo. **Space S. H. 2d Fl. 246-247.** At the **CONGRESS:** John F. Shuford.

JOSEPH WEIDENHOFF, Chicago, Ill. **Space N. H. Gal. 68.** At **4344 West Roosevelt Road.**

WELLSTON MANUFACTURING COMPANY, Wellston, Ohio. **Space Col. Gal. 105.**

WESTERN GEAR COMPANY, Detroit, Mich. **Space Col. Gal. 112.** At the **SHERMAN:** K. W. Macrae, sec.-treas.; A. E. Gresse and J. C. Roper, dist. repr.

WESTINGHOUSE ELECTRIC AND MFG. COMPANY, East Pittsburgh, Pa. **Space Col. Gal. 101-102.**

WESTINGHOUSE UNION BATTERY COMPANY, Pittsburgh, Pa. C. H. Smith, pres.; J. L. Rupp, vice-pres.; G. P. Hall, mgr. mfg. sales; J. R. Duggan, vice-pres.

WHEELER-SCHEBLER CARBURETOR COMPANY, Indianapolis, Ind. At the **CONGRESS:** D. F. Wheeler, pres.; G. T. Briggs, sales mgr.; P. Vanderkolk, Chicago mgr.

WILLARD STORAGE BATTERY COMPANY, Cleveland, Ohio. At the **BLACKSTONE:** R. J. Nightingale, sales mgr.; C. T. Klug, asst. sales mgr.; C. F. Oestermeyer, electrical eng.; M. J. Brennan, sales engr.

J. H. WILLIAMS & CO., Buffalo, N. Y. **Space N. H. Gal. 58-59.**

WIRE WHEEL CORP. OF AMERICA, Buffalo, N. Y. **Space Col. Gal 80.** At the **BLACKSTONE:** H. G. Jackson, pres. and gen. mgr.; Ralph D. Webster, sales mgr.; E. W. Griffith, fac. repr.; J. W. White, chief engr.; H. E. Erskine, ser. mgr.; R. Purbush, Chicago repr.

WISCONSIN MOTOR MANF'G. COMPANY, Milwaukee, Wis. At the **BLACKSTONE:** H. W. Schnetzky, pres.; A. F. Milbrath, vice-pres.; W. J. Johnston; W. N. Fitzgerald, Jr.; H. M. Cronk.

WISCONSIN PARTS COMPANY, Oshkosh, Wis. At the **PALMER HOUSE:** W. F. Rockwell; G. T. Moore.

WOLVERINE BUMPER AND SPECIALTY COMPANY, Grand Rapids, Mich. **Space S. H. 2nd Fl. 191-194.**

WYMAN-GORDON COMPANY, Worcester, Mass. J. D. Sutherland; S. M. Havens; H. F. Wood.

YELLOW JACK-IT MFG. COMPANY, Chicago, Ill. **Space N. H. Gal. 72-73.**

YORK CORRUGATING COMPANY, York, Pa. At the **DRAKE:** C. P. Rice, pres.; H. F. Howard; sales mgr.

YOUNG BROTHERS COMPANY, Detroit, Mich. T. P. McViker, Chicago mgr. At **20 E. Jackson Blvd.**

YOUNGSTOWN PRESSED STEEL COMPANY, Warren, Ohio. At the **PALMER HOUSE:** C. A. Morrow, Z. C. Wilkinson.

ZENITE METAL COMPANY, Chicago, Ill. At the **CONGRESS:** Aubrey L. Sykes, pres.; James H. Rowley, vice-pres.; Hiram Browne, gen. mgr.; E. M. Schmidt, sales dept.

ZENITH DETROIT CORPORATION, Detroit, Mich. W. A. Dougherty, Chicago br. mgr. at **343 East Garfield Ave.**

Automotive Associations

AUTOMOTIVE MANUFACTURERS' ASSOCIATION, Chicago. At **1315 S. Michigan Ave.:** W. E. Green, sec.

CINCINNATI AUTOMOBILE DEALERS' ASSOCIATION, Cincinnati, O. At the **LA SALLE:** Harry T. Gardner.

MOTOR AND ACCESSORY MANUFACTURERS' ASSOCIATION, New York. At the **PALMER HOUSE:** Neal G. Adair. At the **DRAKE:** M. L. Heminway.

Advertising Agents

AITKIN-KYNETT, Adv. Agt., Philadelphia, Pa. At the **CONGRESS:** Alfred A. Browne.

ALBEE COMPANY, Detroit, Mich. At the **CHICAGO ATHLETIC CLUB:** Wm. N. Albee, pres.

ALEXANDER ADVERTISING AGENCY, Inc., New York, N. Y. At **327 La Salle St.:** Ray L. Alexander.

N. W. AYER & SON, Philadelphia, Pa. At **1225 West Jackson Blvd.:** John Hansel, Jr., L. C. Courtemanche, K. V. Root, Wm. B. Clark, W. B. McNamee.

BELLAMY-NEFF COMPANY, Chicago, Ill. At **127 North Dearborn St.:** C. C. Neff, H. C. Maley, Waldo Lisle.

AUSTIN F. BEMENT, Inc., Detroit, Mich. At the **BLACKSTONE:** A. F. Bement, E. S. Evans, G. C. Eldredge, L. Grant Hamilton.

BROTHERTON COMPANY, Detroit, Mich. At the **BLACKSTONE:** N. T. Brotherton, E. W. Andrews.

BURNET-KAHN ADVERTISING COMPANY, Chicago, Ill. At **605 North Michigan Ave.:** Paul R. Kuhn, F. J. Woods, Theodore Fischer, Gene T. Dyer, N. G. Caward, E. K. Massey.

CAMPBELL-EWALD COMPANY, Detroit, Mich. At the **BLACKSTONE:** Henry T. Ewald, Guy C. Brown, J. Fred Woodruff, W. H. Taylor, J. L. Hardinge, L. T. Robinson, W. A. Moffett, M. J. Morgan, R. C. Hayes, S. C. Brown.

CRAMER-KRASSELT COMPANY, Milwaukee, Wis. At the **LA SALLE:** Harry T. Dyson, vice-pres.

CRITCHFIELD & CO., Chicago, Ill. At the **CONGRESS:** J. R. Adam, Detroit office; R. C. Blackwell, mgr. Detroit office; L. H. Groves, mgr. Minneapolis office. At **14 East Jackson Blvd.:** Scott S. Smith, pres.; A. L. Salisbury, vice-pres.; R. J. Birkle, treas.; E. P. Nesbitt, sec.; R. C. Scrymiger, dir. of service.

D'ARCY ADVERTISING COMPANY, St. Louis, Mo. At the **CONGRESS:** J. F. Oberwinder, vice-pres.; J. A. Maxwell.

DUNLAP-WARD ADVERTISING COMPANY, Cleveland, O. At the **CONGRESS:** J. H. Baldwin, pres.; Walker Evans, Jr., vice-pres.; H. T. Mitchell, F. K. Hall, sec. and S. Buyer.

GEORGE L. DYER COMPANY, New York. At the **BLACKSTONE:** J. W. Lee.

EVANS-WINTER-HEBB, INC., Detroit, Mich. At the **BLACKSTONE:** James M. Evans, pres.; Arthur W. Winter, vice-pres.; Carl J. Whirl.

ALBERT FRANK & CO., Chicago. At **134 S. La Salle St.:** W. Frank McClure, vice-pres.; R. W. Dawson, mgr.

GARNER ADVERTISING COMPANY, Chicago. At **360 N. Michigan Blvd.:** H. S. Gardner, pres.; H. L. Spohn, vice-pres.; Manfred Darmstadter, copy chief; H. R. Palmer, account mgr.; J. F. Kircher, account mgr.; E. E. Nix, account mgr.; D. L. Monaco, production mgr.; David Horwich, copywriter; F. H. Kenkel.

GOTHAM ADVERTISING COMPANY, New York. At the **CHICAGO ATHLETIC CLUB:** J. Roland Kay.

GRACE & HOLLIDAY, Detroit, Mich. At the **BLACKSTONE:** Edward R. Grace, pres.; Clayton A. Eddy, sec.; W. K. Ziegfeld, Jr.

JOHNSON, READ & CO., Chicago. At **202 S. State St.:** Carl P. Johnson, George H. Read, Herbert M. Morgan.

KELLY-HOEHN, Detroit, Mich. At the **BLACKSTONE:** Arthur J. Hoehn.

GEORGE J. KIRKGASSER & CO., Chicago. At **400 N. Michigan Ave.:** George J. Kirkgasser, H. C. Sattley.

LITTLEHALE ADVERTISING AGENCY, INC., New York. At the **PALMER HOUSE:** Addison H. Brown.

LORD & THOMAS & LOGAN, Chicago, Ill. At **400 N. Michigan Ave.:** Albert D. Lasker, Thomas F. Logan, Ralph V. Sollett, A. E. Aveyard.

EUGENE McGUCKIN COMPANY, Philadelphia, Pa. At the **BLACKSTONE.** J. H. Hiscock, vice-pres.; Wm. G. Zindel. At the **DRAKE.** Eugene McGuckin, pres.

HOMER McKEE COMPANY, INC., Indianapolis, Ind. At the **University Club,** Homer McKee. At the **BLACKSTONE,** Leo N. Burnett.

McKINNEY, MARSH & CUSHING, Inc., Detroit, Mich. At the **DRAKE.** W. H. Marsh, pres.; Geo. W. Cushing, sec.; W. A. Banks, vice-pres.

MacDONALD-RAMSDELL-WOOD, INC., Detroit, Mich. At the **BLACKSTONE.** A. H. MacDonald; A. W. Ramsdell; Edmund D. Wood.

MacMANUS, INC., Detroit, Mich. At the **BLACKSTONE.** Arden Yinkey; Jack F. Cremer; P. Revelt; R. T. McDonald; Wm. H. Larkin; Louis B. Ward.

PHILLIP MORRIS ADVERTISING SERVICE, INC., Chicago, Ill. At **38 S. Dearborn St.** S. L. Rosenheim, pres.

JOHN O. MUNN COMPANY, Toledo, Ohio. At the **LaSALLE.** J. O. Munn, pres.

(Continued on Page 38)

Mechanical Changes Feature Oakland Six Display at Chicago

CHICAGO, Jan. 29.—The Greater Oakland Six, exhibited at the National Automobile Show here by the Oakland Motor Car Company, is manufactured in six body styles:—

Sport phaeton	$1,095
Sedan	1,095
Landau coupe	1,125
Sport Roadster	1,175
Four-door sedan	1,195
Landau sedan	1,295

A number of mechanical innovations have been added in this year's Oakland. They include rubber suspension of the engine, rubber-silenced drive from the transmission, improved harmonic crankshaft balancer, and tilting beam headlights, controlled by a foot button on the floor board.

The headlights consist of a special lens and reflector, combined with double filament bulbs; all parts are stationary, the special reflector directing the beam upward or downward as required. The lens affords wide diffusion of the light beams, illuminating ditches, signs and the road ahead. The Oakland cars have for some time been equipped with air cleaner, oil filter and automatic spark control, and their use is continued on 1927 models.

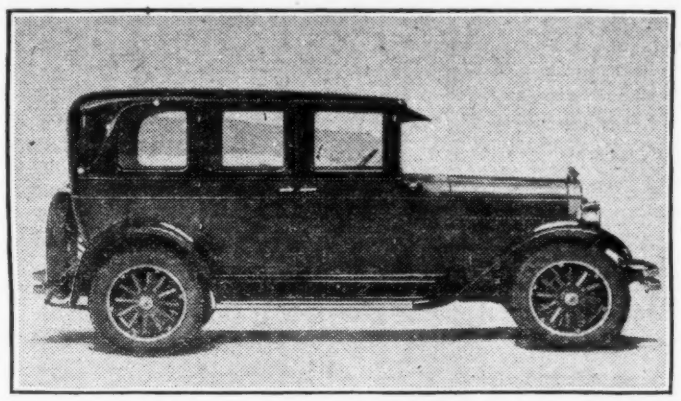
All bodies are built by Fisher, with low lines and finished in two-tone Duco with double beading and striping on bodies, louvres and wheels. In the roomy landau coupe the door of the rear deck is removable. A golf club compartment is provided on the right side. Rear quarter windows have regulators for opening them. The upholstery is of mohair. The car has a gasoline gauge on the dash and a smoking set and is equipped with nickel-plated headlights, front bumpers and rear guards. In both the landau sedan and the landau coupe quarter windows are D-shaped. Sedan and four-door sedan are upholstered in new wool velour and fitted with foot rail, the four-door sedan having a robe rail as well, and both styles have a smoking set.

Sport phaeton and sport roadster have folding tops and snug-fitting top boots and are equipped with nickel-plated bumpers, rear guards, head, cowl and tail lights. Bodies have wide, thick running boards with side shields, as well as one-piece metal back panels.

Interior equipment includes walnut-finish gearshaft lever ball, new form of throttle control on the steering wheel, large motor-driven horns and also, in the closed styles, Fisher VV one-piece windshield, windshield cleaner, window regulators (except in the landau coupe), shades, dome lights, cowl lights, nickel-plated door handles, door locks, rear-view mirrors and luxury type cushion springs.

A. R. GLANCY, president of the Oakland Motor Car Company.

GREATER OAKLAND SIX LANDAU SEDAN has a Fisher body executed in duco finish, and contains such mechanical refinements as rubber silenced drive, improved harmonic balancer and foot control of tilting-beam headlights.



Gas Engine Destined For Big Developments

By WILLIAM R. ANGELL
Executive Vice-President Continental Motors Corporation.

DURING the past decade the automotive industry has written a chapter in history that has no equal.

Wonderful as has been the development of the automobile during that period there are those who believe that, judged by the standard in existence at the end of the next ten years, the automobile of today will appear as out of date and inefficient as those of twenty years ago appear to us now. I am one of those who believe that this is so.

W. R. Angell

It takes no great vision or imagination to see radical changes and betterments in the near future. These will be for the most part in the engines, but they will have to do also with spring-suspension, lightnesss, interior and exterior finish and color as well as many other features, conducing either to cheapness of operation or luxury, comfort and speed.

THE ENGINE'S THE THING

But the engine "is the thing," as Shakespeare said of the play. It is to the automobile what the works are to the watch, what the heart and lungs are to the human body. Of comparatively recent birth, the gas engine is as yet crude and inefficient judged by true engineering standards.

Imperfect as it is, still it is the wonder of this industrial age and as efficent as it appears to the layman, it is destined to radical development that will make it lighter, simpler of construction, more economical of lubricant and fuel consumption, more flexible, faster, quieter and of longer life. The use of the single sleeve valve alone will bring about many of these desirable things.

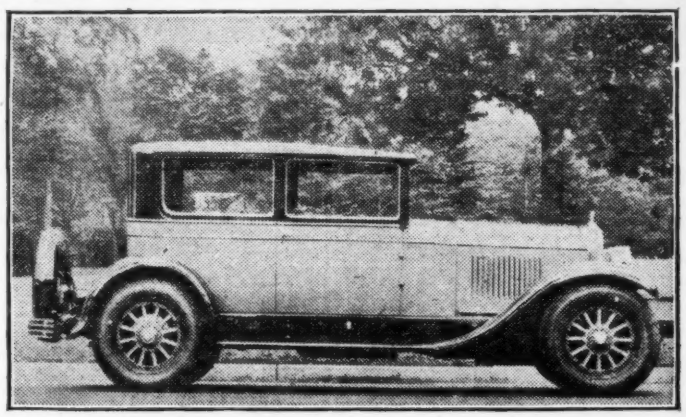
As the growth of the automobile business has been the most potent factor in the industrial and social life of the present generation, so the growth and development of the gas engine is destined to be the greatest factor in the lives of the rising generation.

HUNDREDS OF USES

In addition to their use in automobiles, airplanes, motor boats, tractors, buses and trucks, gas engines are also extensively used in the mining industry to supply power for ore-crushers, hoists and air-compressors and on the farm to supply power for electric light, electric milkers, pumps, threshing machines and churns. Builders use them for hoists, elevators, shovels and cranes; road-construction gangs use them for concrete mixers, dtich diggers and back-fillers; railroads use them to drive cars and engines and to generate electricity for gas-electric engines as well as in construction and repair work.

With the further intensive development of the gas engine will come other and still more diversified uses. Increased consumption will result and with it will come greater quantity production and corresponding reduction in price.

FISHER-BUILT CADILLAC CONVERTIBLE COUPE is transformed, prestissimo, into a racy roadster. It is a striking creation by virtue of ivory ducoed body, hood and fenders, with black striping, chassis and wire wheels, and roof and visor of Laidlaw English Burbank.



Many Fisher Products Seen at Chicago Show

Chicago, Jan. 29.—It is safe to say that the biggest exhibit at the Chicago show is the product of one firm whose name does not appear on the show program—the Fisher Body Corporation. Among its products are standard bodies on Cadillac, Buick, Chevrolet, Oakland and several other cars, as well as some custom-built Cadillac styles, of which the sport-phaeton, with double cowl and tonneau windshield, is proving one of the outstanding show sensations.

The Fisher concern has long been in the fore rank of body builders, both by virtue of the variety of beautiful bodies created by it over a wide price range, and on account of the modern manufacturing methods which have enabled it to turn out a high quality product at surprisingly limited cost. As a result, when questions about the body of a car are answered by the dealer, by mentioning the name Fisher, all such questions have been disposed of to the satisfaction of the prospective purchaser.

Oldsmobile Promotes Smith To Engineer Post

Lansing, Mich., Jan. 29.—The appointment of Earl H. Smith as experimental engineer of the Olds Motor Works is announced by I. J. Reuter, president and general manager of the company. Mr. Smith has been with Oldsmobile since September, 1925, first as assistant chief inspector and later as chief inspector. In his new position he will work in conjunction with Chief Engineer H. C. M. Stevens and J. G. Wood, recently appointed executive engineer.

Earl H. Smith

Mr. Smith is a native of Chicago. After being graduated from the Armour Institute, where he received the degree of bachelor of science and corresponding degrees of mechanical and hydroelectrical engineering, he was employed by the Mitchell Auto Company, Racine, Ill., in special service work. Then he served two years in the engineering corps in the war and later was with the Marmon Motor Car Company and the Rayfield Carburetor Company.

George Christopher, former factory manager of the Dayton Electric Company, succeeds Mr. Smith as chief inspector at Oldsmobile.

NEW TAX RULING AFFECTS AUTOMOTIVE CONCERNS

Special from A. D. N. Washington Bureau

Washington, Jan. 29. — The United States Bureau of Internal Revenue has just ruled that automoile manufacturers, jobbers and dealers doing business as a corporation, but which were dissolved in 1925 and 1926, must file a tax return for any portion of the years which they did business.

The announcement, made in the form of an official regulation, makes it possible for the bureau to compel automotive and other corporations to supply all facts upon which it may act in levying taxes on the transferrees when such are found to be due after the corporation has been dissolved and its assets distributed.

Seek Compulsory Insurance Laws In 15 More States

Chicago, Jan. 29.—Since January 1, when the compulsory automobile liability insurance law went into effect in Massachusetts, bills providing for similar insurance have been introduced in the Legislatures of fourteen other states, it was announced by the National Association of Finance Companies today.

These states are: New York, West Virginia, Alabama, North Carolina, Connecticut, New Jersey, South Dakota, Tennessee, Ohio, Nebraska, Minnesota, New Hampshire, Rhode Island and California.

A similar measure is also about to be introduced in Indiana, the association reports. It urges all finance companies, manufacturers, automobile dealers and owners, and dealer and owner associations to oppose these bills and notify legislators of the states concerned to this effect.

MEN YOU WILL MEET AT THE 27TH ANNUAL SHOW

(Continued from Page 37)

MEYERS-BEESON-GOLDEN, INC., New York. At the **DRAKE:** Willard Gilman Myers, pres.

• • •

PACE COMPANY, Chicago, Ill. At **14 East Jackson Blvd.** C. A. Pace; Anderson Pace; W. W. Pace; R. A. Pace.

• • •

POTTS-TURNBULL ADVERTISING COMPANY, Chicago, Ill. At **6 N. Michigan Ave.** Roy Quinlan; J. B. Walker.

• • •

PROCTOR & COLLIER COMPANY, Cincinnati, Ohio. P. J. Sodergren.

• • •

FRED M. RANDALL COMPANY, Detroit, Mich. At the **University Club.** Fred M. Randall. At **6 N. Michigan Ave.** H. Coy Glidden; A. L. Gale; Ross Mack.

RUSSEL M. SEEDS COMPANY, Indianapolis, Ind. At the **LA SALLE:** Paul Richey, Mark E. Hamer.

• • •

SIDENER, VAN RIPER & KEELING, Inc., Indianapolis, Ind. At the **PALMER HOUSE:** Guernsey Van Riper, Hal R. Keeling, Storey M. Larkin.

• • •

STERLING BEESON, Inc., Toledo, Ohio. At the **LA SALLE:** J. O. Munn.

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SWEENEY & JAMES COMPANY, Cleveland, Ohio. At the **DRAKE:** Frank G. James, John F. Sweeney, C. O. Lilyibloade. At the **CONGRESS:** Joe Fewsmith.

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J. WALTER THOMPSON COMPANY, Chicago, Ill. At **410 North Michigan Ave.:** W. F. Lochridge.

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UNITED STATES ADVERTISING CORPORATION, Toledo, Ohio. At the **PALMER HOUSE:** Ward M. Canaday, S. R. Swiss, Geo. H. Bryant, W. M. Hart, J. E. Williams.

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WARNER COMPANY, Detroit, Mich. At the **DRAKE:** Clifford T. Warner, Henry W. Strotter.

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GEORGE WILLENS & CO., Detroit, Mich. At the **CONGRESS:** George Willens.

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WILLIAMS & CUNNYHAM, Chicago, Ill. At **6 North Michigan Ave.:** H. P. Williams, ch. of bd.; Lloyd Maxwell, pres.; L. M. Williams, sec.; Guy C. Pierce, vice-pres.; Walter Eckhardt, C. B. Engstrom, V. Beatty, J. T. Dowd, R. H. Riemenschneider, E. R. Palmer, F. Frederickson, Bradley Williams, George Hasselman.

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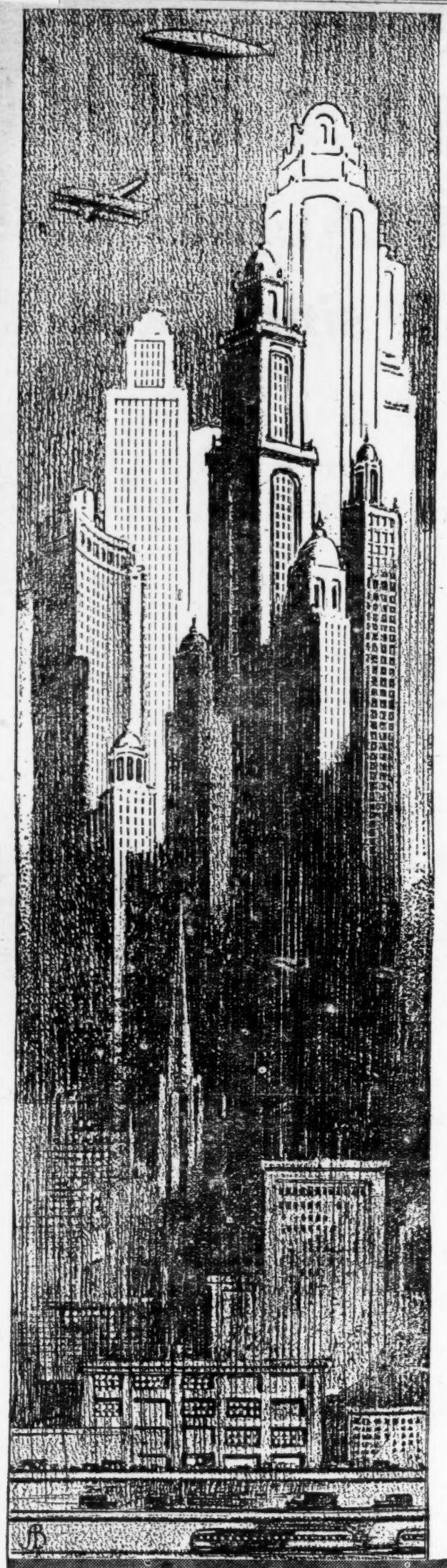
C. C. WINNINGHAM, Inc., Detroit, Mich. At the **DRAKE:** C. C. Winningham, pres.; Sidney Willis, vice-pres.

• • •

ZIMMER-KELLER, Inc., Detroit, Mich. At the **DRAKE:** Walter F. Zimmer, pres.; Ralph E. Keller, vice-pres.



CONTINENTAL MOTORS — Powerful as the Nation — AMERICA'S STANDARD

LOOKING THE FUTURE IN THE FACE

by W. R. ANGELL
Executive Vice President
Continental Motors Corporation

Achievements of the past serve as guideposts for the future.

Wonderful as has been the development of the automobile during the past decade, yet, measured by the new standards which are being established daily, at the end of another ten years the motor car of today will appear as out of date and inefficient as the horseless carriage of twenty years ago appears to us now.

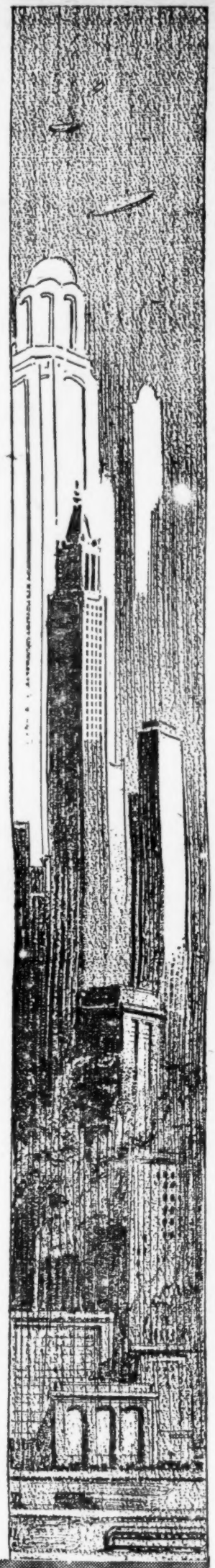
Construction, industry and transportation will move along in this never ending march of progress, and past experience will prove an asset in coping with new conditions.

It is only by looking the future in the face, profiting by past experience and preparing for far reaching developments to come, that a business moves ahead to greater accomplishments. This applies with particular emphasis to the automotive industry, where the future holds untold possibilities for the manufacturer, who, guided by a rich fund of past experience and a true knowledge of present conditions, may effectively plan for the future.

The Continental Motors Corporation, through its completely equipped testing laboratories, research facilities and modern scientific methods, is building not only for the present, but is preparing for the future. Because of Continental facilities, the greatest in the industry, Red Seal Continental Motors have attained a leadership in design and performance unequalled in this fast growing and constantly changing industry.

Continental's quarter century of experience in meeting the exacting requirements of countless manufacturers of gas-powered equipment and the production of hundreds of models and millions of motors is a guidepost of invaluable worth for the years ahead. Today's needs may be entirely reversed tomorrow, but whatever the situation, Continental will be ready to meet it with organization, facilities and resources.

CONTINENTAL MOTORS CORPORATION
Offices: Detroit, Mich., U. S. A. *Factories:* Detroit and Muskegon
The Largest Exclusive Motor Manufacturer in the World



Continental Motors

Why MORE THAN 800

FORMER *Competitive* DEALERS have joined WILLYS-OVERLAND *since Sept. 1*

In four months, over 800 new dealers have joined Willys-Overland. We asked every new dealer why he had given up the competitive line for ours.

Here are their answers:—

513 said— "Complete Market Coverage."

142 said— "Sales Appeal of the Whippet."

97 said— "Profit Possibilities of the Line," which is but another way of saying "Complete Market Coverage."

37 said— "The more than fair policies of your company."

64 mentioned the sales appeal of handling a Knight motored car.

But the outstanding reason why the bulk of these dealers turned to Willys-Overland is found in these three words — *Complete Market Coverage*

Willys-Overland

Fine Motor Cars

No. 5048-A.

Get Complete Franchise Details. Sales Department, Willys-Overland, Inc., Toledo, Ohio. Willys-Overland Sales Co., Ltd., Toronto, Canada.